

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXII. NEW YORK, FEBRUARY 12, 1908. NO. 7.

THE BUTTERICK TRIO.

THE DELINEATOR - THE DESIGNER - NEW IDEA WOMAN'S MAGAZINE

BUTTERICK BUILDING, NEW YORK

W. H. Black, Manager of Advertising.

**The closer you concentrate
your sales, the better target you make
for your Big competitor.**

And these are days when the big competitors are getting ready to eliminate their little rivals—preparing to beat them down before absorbing them—or to beat them *out*.

Widespread sales would make you safe.

Write me a letter.

Let us talk it over with you. Find out how the *widespread* policy works for other successful business houses.

Tear out this page. Pin it to your letter, and mail the letter to-day.

W. H. BLACK,
Manager of Advertising,
BUTTERICK BUILDING, NEW YORK.

Don't think that to go after *widespread* sales would turn your present business methods upside down. The same amount of sales, spread *wide*, instead of *concentrated*, can be handled with the same amount of profit—with no greater work—and with greater accuracy, and greater safety.

Part of the cost of running your business, remember, is the cost of *holding* your business.

[The Combined Advertising Departments of the DELINEATOR, the DESIGNER and NEW IDEA WOMAN'S MAGAZINE form the largest, most efficient single power for business promotion in the world—strong enough in itself to assure the success of any good article. They carry your business message to the best customers of every good store in the United States that sells, or should sell, your product.]

The Largest, Most Efficient Single Power for Business Promotion in the World

DELINÉATOR DESIGNER NEW IDEA WOMAN'S MAGAZINE

THE
BUTTERICK TRIO

The Supremacy of the Register and Leader

IN DES MOINES AND IOWA

IN 1907

The predominant position which the REGISTER AND LEADER occupies as the most powerful selling force in Iowa is shown by the advertising record for the past year.

The following table, accurately compiled, shows the total number of inches of advertising printed in each of the Des Moines newspapers during the entire year of 1907:

The Register and Leader	- 294,001
The Capital	268,130
The News	251,263

In 1907, the REGISTER AND LEADER carried 9 2-3 per cent more advertising than the *Capital* and 16 2-3 per cent more than the *News*.

As compared with the record of 1906, the REGISTER AND LEADER made a gain of 15,520 inches, the *Capital* a gain of 5,951 inches and the *News* a loss of 10,260 inches.

"The Market Place of Iowa."

The REGISTER AND LEADER regularly carries a far larger number of want ads than any other Iowa newspaper. Advertisers get profitable returns—that's the reason.

Classified Advertising Printed in Des Moines Newspapers in 1907

	No. of Separate Want Ads	No. Inches Classified Adv.
The Register and Leader	141,713	95,827
The Capital	98,101	64,032
The News	88,825	57,450

The "Leader" In Want Advertising Is Closest to the Hearts of the People.

"The volume of classified advertising carried by a newspaper—the Wants, For Sales, To Lets, etc., etc.—is a record of a popular vote upon the comparative advertising value of the daily newspapers of a city. The paper that secures the largest proportion of these small announcements never fails to be the one that is closest to the hearts of the people. They are the sort of business that begets business."—*Printers' Ink*.

Average circulation, 1907, 30,473
 " " 1906, 27,514

Net gain - - 2,959

THE REGISTER AND LEADER, DES MOINES, IOWA.

PAYNE & YOUNG, Eastern and Western Representatives,
New York (F. P. Alcorn, Mgr.), 510 Potter Building. Chicago, 749 Marquette Building.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LXII.

NEW YORK, FEBRUARY 12, 1908.

No. 7.

A FEW WEEKS WITH JOHN BULL.

Final Article.

Deep down in the soul of every other American advertising man, and away off in his bright future, lies a certain thing that he means to do—or at least hopes that he means to do sometime—to round out his career.

That thing is—*Go to London*. Our Yankee advertising man perhaps comes out of the tall timber, originally. He begins on the *Weekly Clarion*, in Jimville. This gives him local distinction, knowledge, experience, and in time he goes to a bigger place—Des Moines—and improves his condition and knowledge so vastly that that eventually leads him to go to a place still bigger—Omaha. More improvement, more experience, more salary. So he gets into the way of seeking ever a bigger and bigger field, and goes to St. Louis, and Chicago, and finally fetches up in New York. Which is as far as he can go along this line of development unless he crosses the Atlantic. But the direct ratio between a bigger place and better conditions leads him to cast his eyes to still a greater metropolis, and there is only one greater, and that is London. For Paris doesn't count when you can't speak or write French.

And so, some day—he can't say when, but eventually—he hopes to have a try at London the magnificent. He may be a copy writer in an agency, yet in some mysterious way Fleet Street beckons and promises a wider field. He may own the agency, and still

London tempts him at a distance with dreams of better accounts, bigger business—is at least a possible site for a branch. He may be a publisher, or a publisher's young man, in which event the very crudeness of British magazines act on him like the call of the wild.

He means to go—some day. And there the matter rests.

For with all this thought about London, few American advertising men ever get there except as tourists, and those who go for business usually come back.

London at a distance looks very much like Opportunity.

At close range, however, there is some doubt about it.

The American advertising man who goes to the British metropolis, either to get a job, or found a new agency or periodical, will probably not succeed—chances are quite heavy against him.

And if he does succeed, his success will be somewhat analogous to that of a lone Socialist who gets elected to the city council in a town where two old party bosses divide things between them.

John Bull is unquestionably applying American methods of selling and advertising. He needs them, and they will do him good. But he isn't applying *Americans*, or if he does send over for one occasionally, the latter's job is gone as soon as John learns to do what he knows, and he couldn't very well do otherwise.

Let us look into the basic conditions of both countries.

All these hundreds of young men who have come to the front in advertising in the United States the past fifteen years, owe their rise and prosperity to a

great expansion of our manufactures during that period, to our great agricultural prosperity, and to growth in the distributive machinery of our country, of which the press and advertising are merely part.

From 1890 to 1905 our manufacturing output grew from nine billion dollars to nearly seventeen billions.

Now, Great Britain shows a steady decline in agriculture the past generation, so her consuming class includes no purchaser like the American farmer. Wages, too, are lower than with us, and the English industrial population, while an enormous consumer, is still not to be compared to the same class in this country.

England apparently takes no factory census like ours. But her trade may be gauged by her aggregate of exports and imports, which are tabulated as her General Merchandise Trade. From 1890 to 1905 this rose only from \$3,700,000,000 to \$4,800,000,000, so that it reflects no such strides as our own manufacturing.

John Bull's population is only half of ours.

He makes more staples than anything else, and is backward in novelties, conveniences, gim-cracks. Therefore, much of his output falls beyond the scope of the advertising man—England is, in a manufacturing sense, somewhat like Buffalo, Cleveland or Birmingham, Ala. Even if the stuff itself could be advertised, much of it goes into export trade, and so would get away. Again, a very large proportion of England's capital goes into foreign investments instead of new home industries, and so gets out of the province of the advertising man too.

Economic conditions in England are largely against the Yankee who goes there to find a broader field of opportunity than he will find at home.

Social conditions are against him, too, and temperamental, and if these are not enough, then the British climate is likely to finish him.

It isn't altogether creditable yet in England to earn one's living. Self-support is becoming more so from year to year, and in time may be even respectable. But your tailor over there always classes you with the milkman and other crass industrial persons if you pay your bills promptly. He likes you better if you wait until the clothes are worn out, and his real ideal of a customer is the nobleman who won't pay at all. Industrial activity is still regarded somewhat as Doctor Johnson regarded oats—that is, good for a Scotchman anywhere, perhaps, but in England only suited to horses.

Then John Bull is the most patriotic creature alive. Just as he is the last of all our immigrants to take out naturalization papers, so in England he holds to his own people before all others, and gives the preference to anything English. There isn't a bit of malice in this, but just a remarkable sense of nationality. The American is more warmly received than any other outsider. But John rather fancies him to be not altogether trustworthy, you know—not solid—a bit flighty in his ways of going direct from point to point where the English usually go round. He resents the Yankee's pacemaking. He finds him complex, changeable, given to strange moods, not impressed by precedents. Yankee self-reliance is quite opposed to all English custom, for over there much is built on family, and connections, and it is constitutionally impossible for the average Englishman to separate a man from his grandfather. Very often he would like to do it. But he simply *can't*.

Climate is a very heavy handicap to the Yankee, reared on a dry, sunny continent. The leaden skies and oppressive fogs of the British Isles, and especially London, put a damper on an American, and make him dull, soggy, conservative. Going from a country of intense activity and an invigorating atmosphere, he finds himself in a land where there is

(Continued on page 6.)



To produce mail-order sales of an article selling for a few cents is one thing, and to be able to sell direct by advertising articles running up into dollars is quite another.

The Pittsburg Portable Radiator Company sell their product at prices from Eighteen Dollars up. We are in receipt of the following letter from them :

"It occurred to the writer that you would be gratified to learn that from our recent little 'ad.' in **THE SATURDAY EVENING POST** we received over a thousand inquiries, with sales enough to pay for it, and correspondence that has resulted in us placing agencies in several desirable points in the United States.

"We are especially gratified (in view of the fact that our radiator is not a cheap proposition) with the high grade of the replies we received, from Maine to California.

"Our advertising man is now at work on future advertisements, and will communicate with you promptly.

"Very truly yours,

"**PITTSBURG PORTABLE RADIATOR COMPANY.**

"(Signed), J. M. DAFFRON,
"Sales Manager."

THE SATURDAY EVENING POST makes good in more different kinds of advertising campaigns than any other publication in America.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

no nip in either the air or the people around him. Ideas used to come freely at home. In England for a few months they come less freely, and then with rarity, and finally not at all. Selling arguments and schemes used to be easy in New York or Chicago—he got them out of the very objections of his prospect. But in England the prospect either won't see him, or if he does grant an interview, won't object or raise points. So the Yankee salesman or promoter begins to consume himself, and by and by he is all gone.

Here is the copy man in an American advertising agency, able to plan and write advertisements that absolutely pull business wherever you put them in a good medium. John Bull needs better copy. One or two of the newer London agencies are building copy departments on American lines, and probably within the next five years many more British agencies will have to follow. American ideas in copy, and American selling plans have been shown to be productive in England, notwithstanding the difference in conditions. Now, is anything more logical than that our Yankee copy man ought to find a good berth in London?

On paper, No—it is as simple as A B C.

But in practice it doesn't work out at all.

In the first place, if the Yankee copy man could make as great a success in London as here, they wouldn't begin to appreciate him as much, or pay him as good a salary.

But he can't make a success.

He may have so broad a knowledge of principles underlying his own copy at home, and so good a grasp of English requirements, that he knows precisely how one ought to be adapted to the other. Well, he could hardly adapt them in person. He might as well try to turn himself inside out. For what brings success here will have to be done backward in England.

American advertising copy has

sparkle and brevity. In England they don't want brevity at all, but good, tough, long-winded exposition—an ad that the reader can take his coat off to peruse.

Nor do they want sparkle. The selling arguments may be fundamentally the same. But there they will have to be put into the sober English idiom, and arranged in a sequence with reference to British habits of thinking. Where we "play up" for emphasis, John Bull "plays down" for credibility. "Greatest on earth" doesn't convince a Briton. Better tell him it's the oldest, the kind his grandfather bought. He resents bounce and exaggeration in an advertisement just as he represses forwardness in a shopkeeper. The man who sells is a servant, and always ranks below his purchaser. British readers are eternally suspicious that they are about to be gulled. It is quite easy to gull them, as a matter of fact. But it can't be done by exaggeration. You have to lower your voice.

One of the most curious studies that can be taken up is to go through a representative collection of British advertising and hunt for direct assertions, or statements that urge the reader to act, or other features approximating our "selling talk." If the British copy man finds it advisable to state that anything is the best in the world, he throws the burden on a third person—he says that *a lady writes* that it is the best in the world. No British advertisement, either, is complete without a reference to the number of years the commodity has been on the market or the advertiser established. In fact, the average advertiser, having told this part of his story, will usually consider that he has made a complete statement of his proposition. It is not too certain that he hasn't, in England. Over a London boot-shop appears simply a big clock, with the sign, "Time will tell—established sixty years." That is, for London, a very persuasive ad.

An American solicitor, used to

(Continued on page 8).

Philadelphia's Advertising Medium



“In Philadelphia nearly
everybody reads The Bulletin”

For detailed figures see Roll of Honor

devising selling plans, would find just as great contrasts in England. John Bull isn't as accessible to the solicitor, for one thing. He has never learned to look to the latter for suggestions, criticism, help. The motives that animate him are different, so that an American advertising man is usually at a loss to reach and persuade a British manufacturer. In our own country it is sufficient to indicate a new market, a new way of reaching consumers, a practicable method of dealing with competition or substitution. Interest and a hearing are accorded immediately. But in England a manufacturer may be the grandson of the man who founded the business. His fortune is already ample. He makes as much money as he wants. He won't be interested in a plan whereby he might make more if it entails extra work—between hustle and golf he will choose golf every time. He may not care to adopt a plan that will make more profit with the same amount of work provided it brings him into antagonism with competitors or the trade. In brief, he falters and sticks at a hundred points never considered at all by an American manufacturer; and just when the solicitor fancies that he has convinced him, he turns to the left.

A large manufacturing concern in the North country was approached with a feasible selling plan by a solicitor for a London agency. The proprietors liked his plan, and explained that they had for some time been considering the advisability of reorganizing their selling department, which was in charge of an employee grown old in their service, and was now too old. Negotiations went on for several weeks, and then, just the point where the solicitor thought he had landed his prospects, the manufacturers ended the affair by telling him he was too young a man to be trusted in such plans!

Strangest of all, to the American, England is a land where opportunities and potential new

business crop out in every industry. Any Yankee tourist in London a month can map out career after career for himself as a discoverer and developer of dormant demand. But all this potential business is enchanted. An American can see it, but he can't touch it. It looks easy to get, but story after story might be cited to prove that it isn't to be had at all.

Take electric lighting, the telephone, the trolley. With us, these industries are now being built up amazingly by advertising. In England they are going from bad to worse for lack of it.

The London underground railways give an excellent illustration.

These magnificent tubes, 100 to 150 feet below the street, perfectly ventilated, and covering all London with a criss-cross transportation system that goes under the river, penetrates the most crowded centers and takes passengers to remote suburbs at fares ranging from two cents up, and provided with all sorts of transfer facilities—remarkable as it is from the standpoint of engineering and convenience, it does not pay, and people travel about on the surface. Why? Chiefly because the tubes have never been advertised or explained. The system is extraordinarily complex. Even a London bobby, who usually knows everything, has to go to school a month to learn where all the tubes run. The companies adopted a characteristic British form of advertisement by giving the public 140,000 free rides when the tubes were first opened—probably all were sightseers, and none rode on a line they would ordinarily use every day.

A Yankee advertising manager, confronted with such a problem, would reach precisely the persons who could use a specified tube every day, either through the newspapers or at their homes in the suburbs, and would lay before them schedules of trains, routes, fares, running time, etc.

The telephone is half a failure

in England because hardly ten per cent of the people know how to use it, and because the companies have not yet grasped the central idea of telephone practice as it is understood in this country. They are still renting instruments by the year, whereas our telephone men have learned that the message rate is the true unit, and that money is made in their business by putting in an instrument free if necessary and then stimulating service by advertising, by showing ways in which the telephone may be used, by improving the service so that it *will* be used for everything, from calling the doctor at two in the morning to calling up Central, and asking the time, or how the election went.

Conditions are much the same in British electric lighting and power. At each company meeting the chairmen explain why profits are declining, giving every theoretical reason, from free trade to competition of municipal plants, and never the right one, which is nothing more or less than lack of attention to building up new business.

All these fields might be worked as American telephone, traction and electrical companies work them—through educational advertising, backed up by active personal solicitation. An American might do it easily enough, coaching and handling a staff of English canvassers. But the salary that any British company would pay him would probably be half what he could earn in this country for equal service, and in the period that would be needed to convince such a company and induce it to go ahead, he might land three better positions at home, and this would apparently hold true of every industry where an American might seek to develop a good position of profitable agency account by methods similar to those followed in the United States.

Every American who has made a success in London has, as a rule, gone there to represent some American commodity or

company, either as branch manager or advertising agent.

This is the only logical way to go to London.

For by American backing and American commodities and conveniences, it is possible to take advantage of the conservatism of the British industrial world instead of trying to reform it.

The trick has been turned again and again the past ten years, and for every case in which success has followed there are perhaps a dozen American commodities, devices, conveniences here at home that John Bull would buy if they were put before him. Methods by this time are pretty thoroughly worked out and standardized. All that is needed is adequate

It is not disputed that THE RECORD-HERALD has a larger net sold circulation than any other two cent paper in the United States, morning or evening, and it is the only morning paper in Chicago which freely gives detailed information as to its circulation

Lincoln Freie Presse

Lincoln, Neb.

Actual Average Circulation **149,281**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

capital—not necessarily big capital either—and fair-mindedness in entering the British field, and willingness to start on a small scale, and to learn the people and the market, and to rely on an advertising agency familiar with British copy and trade conditions—with a good deal of attention to training the British canvasser and transforming him into a good salesman, with something to sell and something to say about it. John Bull, once your customer, will stick to you longer than a Yankee, a German or a Frenchman. British competition will rise when the new commodity or contraption takes root. But the American who gets in on the ground floor of such a trade *right*, and works toward the ideal condition of having his stuff made in England itself, in a branch factory, thus putting himself on a level in labor cost, will seldom have any difficulty in holding his own—the English can't eat him any faster than the active Yankee competitors he would have at home, and in many industries can't touch him at all.

In such things as office cabinets, for example, a Yankee concern with its factory in London may do business for years with only the competition of what are known as "little masters"—that is, furniture dealers and cabinet-makers scattered around through the suburbs who take a job of any sort, from building a trunk to upholstering a chair, and who don't know the office cabinet game, and never will.

But there is an objection and a danger even to going to London in this way.

For London is a long distance from New York, Pittsburg, or Chicago. The American company that sends its energetic branch manager there will be likely to look after him far less loyally than after a single order from Dayton or Dallas. The capital allotted him may be insufficient. The company won't act on his proposition for a branch factory across the water. He can't get

goods suited to the British trade. He makes a fine beginning, and then has the chagrin of seeing a real British competition grow up steadily, with its advantages in cheap labor, and in a few years take the market that he created, and which he might have held easily with proper support from his American employers. They defer plans, and put off proposals from year to year, under the impression that some day they will really take up this English market and go into it properly. But when they do—if they ever do—it is irrecoverably gone.

No—London is a delightful city, and England a great country.

But the Yankee advertising man who has them in view as the next place to go, the biggest place on earth, the place where he will reach larger things, had better go over first as a tourist.

JAS. H. COLLINS.

PROFESSORS IN PEACE AND PLENTY.

When a man has taken the third degree in the science of salesmanship, has put the finishing touches on a career of strapping and unstrapping cases in hot summers and chilly winters, has taken a course in hard knocks in the College of Give and Take; after he has been frappèd by below-zero receptions; after he has simmered in the caldron of competition; after he has set his foot on the path that leads to the summit of the mountain peak Success; after he has taken his post-graduate training in seeing hope deferred—I believe he should have the degree of Commercial Ambassador brought to him on a golden salver, for he is now a professor in the gentle arts of Peace and Plenty.—Walter D. Moody, in "*Men Who Sell Things*."

A FRANK ADVERTISER.

The new commercial morality has spread to Ceylon. From one of the newspapers of that balmy island we take the following:

"Ch. A. Horse—rising 7, fine mouth and paces, about 15 hands: fine Lady's Hack, shows a lot of breeding; Reason for selling, bad with motors; won't go in harness; jibs when leaving stables; catches rider by seat of breeches when mounting; but a darling pet. Apply, etc."—*London Daily Mail*.

GOLD MARK QUALIFICATIONS.

The medium with the best class of readers, will usually contain the highest quality of reading matter, and carefully prepared advertising as well, —*Shoe and Leather Reporter*.

**A brisk export demand
is a mighty comfortable
thing when domestic
trade is depressed.**

GREAT BRITAIN is the biggest consumer of imported goods in the world. Hundreds of millions of pounds are paid annually by Great Britain for foreign commodities. **GREAT BRITAIN** imposes no restrictive import tariffs, and for the American manufacturer there is no complication with a foreign language.

**The British Market
offers the greatest
opportunities to the
American manufacturer**

I am on the ground and know

There are many American lines of branded goods on this market, languishing entirely from lack of business-like selling and advertising effort. There are hundreds of other American proprietaries which could find a profitable sale, easily, if placed on the market intelligently.

**If you want an unbiased opinion
based on extended and successful
experience, address**

**Paul E. Derrick, 34 Norfolk Street,
Strand, London, England**

WHAT DOES "GUARANTEE"
MEAN?

"Here's one for seventy-nine cents," said the jeweler, holding aloft a nickeled alarm clock. His prospective customer had asked for a dependable clock with an alarm attachment, but seemed skeptical of the kind that seventy-nine cents would buy. Apparently divining his thoughts or suspicions, the jeweler, anxious to effect a sale, quickly added, in a tone of confidence: "And, my friend, this clock is guaranteed!"

That settled the man's doubts and he purchased the clock. For seven days it was a model of accuracy, always waking him promptly at the hour set. Then he wound up the clock in the usual way one night, set the alarm to ring at seven a. m., and went to bed. It was in the winter time, when early breakfast made gaslight a necessity in the dining-room. A violent ringing suddenly aroused him after what seemed only a couple of hours' sleep and he sprang out of bed and looked at the clock. Yes, it was seven o'clock.

Hurriedly dressing he rushed downstairs, two steps at a bound, whistling. When he reached the first floor someone on the floor above dashed to the head of the stairs and called after him in an anxious voice:

"What's the matter, is the house on fire?"

"Why no," replied the other in surprise, beholding a pajama-clad form in the dim light, "that is, not that I know of, or at least," he added in confusion, "I hope not."

"Then if it isn't, why in hell don't you have some respect for other people and make less noise going downstairs at this time of night?" angrily demanded the voice above.

"Night?" queried the first man, thinking the other demented, "why what time do you suppose it is?"

"It's just two o'clock, you idiot!" was the reply.

Quickly pulling out his watch and giving it a covert glance, the man who owned the alarm clock discovered to his horror that the man he had annoyed was right about the time.

On returning to his room a thought occurred to him and he examined the alarm clock at close range. Yes, there it was on the dial in tiny capital letters: "GUARANTEED."

"Guaranteed for what or how or why —. That might mean anything," he mused.

At the first opportunity he took the clock back to the jeweler. "Look here," he exclaimed wrathfully, "you sold me this clock and you emphasized the fact that it was guaranteed." Then he related his experience and wound up by asking the jeweler what he was going to do about it.

"Do?" repeated the latter, "why what can I do? I don't make the clocks; I merely sell them. Now if you want to pay a little higher price and buy a better clock, I —."

"Do you mean that you won't give me another clock for this one, or return my money, or fix this clock without charge?" interrupted the clock buyer.

The jeweler merely shrugged his shoulders and walked away to wait upon another victim.

Curiosity impelled the disappointed clock owner to write a history of the case, mentioning the guarantee, and mail it to the makers of the clock. In reply he was informed in circuitous, but unmistakable, language that he had done something to the clock that he shouldn't.

It was not until this experience that this man realized the fallacy of the guarantee as commonly used, but he now regards with suspicion anything that is advertised or sold with an undefined guarantee.

Apparently, some advertisers who use the word do not stop to think what it means or implies. To them it is merely a bit of cajolery or bait; a three-syllabled finality to their claims, or per-

haps, a subterfuge to gain confidence.

And there is hardly another word in the English language that is resorted to more frequently as a synonym for dependability or as a descriptive climax to claims of quality or superiority.

To the great majority of people the word means or implies only one thing—money back if goods are not as represented, or if purchaser is dissatisfied.

But, in most instances where it is used, the lone word "guaranteed" can be thought to mean any one of several things without really meaning anything.

It is not at all uncommon to find in advertisements, or stamped upon the article, the bold assertion, or label, that the product advertised is "guaranteed," but absolutely without particulars. In other cases it is merely guaranteed to be "better" than any competing article.

Still, it may be a comforting assurance to the purchaser to see the printed word in the advertisement or on the goods; and it may add to his confidence in the maker or seller; but unless the guarantee is defined, or put in black and white, it does not place the slightest obligation on the maker or seller of the goods.

Used by itself the word is really meaningless. Why couldn't the maker or seller of the goods, if forced to defend or protect himself, claim with equal reason that by "guaranteed" he means that his goods were guaranteed to prove unsatisfactory?

Here is an advertisement, selected at random from many of its kind, which illustrates the point:

GRIFFON & BRO. BRAND
GUARANTEED
CLOTHES.
L. Greif & Bro.
Baltimore, Md.

The word is also frequently

worked in as part of a trademark, without obligating the advertiser—for example:

Best Made—Keiser Cravats—Wear Guaranteed.

At first glance this advertisement, with "our guarantee" well displayed, leads one to expect big things, but only a maze of words without meaning fill the space:

OUR GUARANTEE

of the quality of "McKenna" Fixtures is based on the finest and most modern materials that can enter into their manufacture.

"Warranted" is another way of saying "guaranteed," but this advertiser leaves you to guess what every pair is "warranted" to do:

Worn All Over the World—Every Pair Warranted—Velvet Grip—Cushion Button Hose Supporter.

An assurance that the purchaser's money would be returned if "good wear" and "perfect satisfaction" were not obtained, would make this an acceptable guarantee:

This garment is guaranteed to give good wear and perfect satisfaction to the consumer.

WOODHULL, GOODALE & BULL,
Makers,
Syracuse, N. Y.

By way of comment on the following it might be said that nobody's name is a guarantee of anything unless it is affixed to a definite and specified agreement or contract:

Look for my name when you buy black hosiery—it guarantees "The World's Best Dye."

Coffee topers, to use a Postism, ought to be cheered by this nice statement—although it is past understanding how the advertiser can make good his guarantee:

We guarantee you will find out that "White House" Coffee is the coffee to exactly suit your discriminating taste.

After all, the specific, can't-be-misunderstood, money-back-if-you-want-it guarantee is the only one an advertiser should use.

Guarantees that are stated in terms sufficiently specific to give

PRINTERS' INK.

the buyer that assurance of satisfaction with his purchase which a guarantee should convey are very rare, and for this reason the following examples are interesting.

Here's one that holds as far as there can be any legitimate demand for money back or satisfaction on the part of the purchaser:



And this is another praiseworthy effort that is really worth while:

HOME SILK MILLS—BLACK TAFFETA.

Protection Guarantee.

Whoever buys a piece of Home Silk Mills Black Taffeta which splits within six months from date of purchase gets a new piece of silk free, and twenty-five per cent of the purchase price in cash besides. Home Silk is made in three widths, at these prices and with these amounts forfeited if the silk splits:

21 inches, \$1.25 a yd.; you get back 31 $\frac{1}{4}$ c. a yd.
 27 inches, \$1.50 a yd.; you get back 37 $\frac{1}{2}$ c. a yd.
 36 inches, \$2 a yd.; you get back 50c. a yd.

Important: Every piece of genuine Home Silk Mills Black Taffeta has woven into the selvage (every six

inches), in white between parallel white lines, the words:

"Home Silk Mills Guarantee."

In order to secure the protection of our guarantee, insist that the salesman give you a "Protection Certificate," filled out to show time of purchase and cost of silk.

HOME SILK MILLS,
New York Office: 1 Greene Street,
Mills: Haverstraw, N. Y.

This one is apt to be criticised because it goes only half way, leaving the mere inference that the purchase price will be refunded if the underwear does not last two seasons:

Two Garments—Two Seasons—Two Dollars.

GUARANTEE BOND.

This Bond guarantees that two (2) garments of Wonderwear Underwear or one (1) union suit will last two seasons of ordinary wear.—Any claim against this guarantee must be accompanied by the return of this bond and the garment in question.

757918 A.....

Style:

Date:

THE WONDERWEAR MANUFACTURERS.

Just why this advertiser confined his guarantee to the "rear-axle system" instead of making it cover the entire benzine barouche is a puzzle:

If at any time within Two Years after the delivery of a *Car De Luxe* any fault or break whatsoever develops in the rear axle system, or any part of it becomes unfit for service through wear, we will replace it free of charge.

An oculist in Newark, N. J., gives this signed guarantee to every purchaser of a pair of his glasses, and as the advertiser himself asks, could anything be plainer or fairer?

GUARANTEE.

Date Feb. 26, 1907.

Name—James B. Smithman.

The eye-glasses made for you are guaranteed to suit your eyes perfectly for one year from date or the price paid will be refunded upon request.

At any time within one year the lenses will be changed free of charge to correspond with any change in your eyes.

Any defective part will also be replaced without charge.

If the Iowa incubators and brooders are as efficient as the maker's faith in their construction is strong, there ought not be any further necessity of import-

ing eggs from Europe—here's the guarantee:

We guarantee the Iowa Incubators and Brooders to be just as represented between the covers of this book. We guarantee they are well and substantially built and in durability second to none; that they are fireproof in construction throughout, mineral wood and asbestos paper being used on the parts exposed to intense heat, and that they are fitted with a non-explosive lamp of the latest style and pattern. We agree, within a reasonable length of time, to replace all broken or defective parts in our machines, if returned to us charges prepaid, provided the breakage or defects were not caused through carelessness or neglect on the part of the operator.

Judged from a hair-splitting point of view this guarantee should have the word "imperfect" eliminated:

GUARANTEE.

The Naiad Shield is fully warranted, and any damage to garment resulting from an imperfect Naiad Shield will be paid for. The Naiad Shield is also guaranteed to be highly hygienic and therapeutic, and absolutely healthful to the most delicate skin.

Incidentally, it might be mentioned that in some instances, where a specific guarantee on a low-priced article is advertised, a great noise is made over it and the advertisers play it up for all it is worth—sometimes for more than it is worth.

It would be interesting to know to what extent these advertisers have been called on to make good. Probably not one in ten has been asked over a dozen times to satisfy the purchaser or refund the purchase price. Not because the article guaranteed proved in a majority of cases to be just what it was guaranteed to be, but simply because, in most instances, where the article did not come up to the mark, the purchase price was so small that it would have been a waste of time and more money to enforce the guarantee.

Advertisers who hang a guarantee on a low-priced article realize this fact and are perfectly safe in offering money back. Very few people care to go through the agony of getting it.

How many people, for instance, would ask for the return of the

price paid for a pair of ordinary "guaranteed fast black" hose that turned green at the first washing?

Practically all of the big department stores will refund money on a purchase if the goods bought are returned in a condition that indicates that they have any responsibility in the matter. Many of these stores print guarantees on saleslips, and very often the guarantee goes to the extent of satisfying the customer, no matter what the reason may be for returning the goods.

There are some department stores, however, that sing the praises of their guarantee, and when customers come back with their kicks they run afoul of red tape galore. Once the customers have gone through the ordeal of registering their complaint, pedigree and address, and stating the color of eyes and hair of the salesperson who sold them the goods; and when they have danced from one department to another, until they are footsore and weary, they are apt to mutter cusswords and imprecations against the store and its system, and vow never to go there again.

By contrast, there is a Philadelphia clothier who advertises "N. B. T." and dissatisfied purchasers can get their money back instantly without questions or quibbling; in truth "No Back Talk" is offered.

In Baltimore another clothier advertises "Y. M. B. O. D." and in this instance, too, you can have "your money back on demand" without being subjected to brow-beating or a shakedown.

F. S. MOODY.

THE OLDEST PAPER.

The Hartford *Courant* modestly proclaims itself the oldest newspaper in America. It first was issued by Thomas Green, Oct. 29, 1764, and was about the size of a sheet of foolscap. The daily edition was started Sept. 12, 1837. It passed into the hands of Gen. I. R. Hawley and Charles Dudley Warner in 1867. It remained under their control until ten years ago, when Charles Hopkins Clark, the present editor, was placed in command.—*Western Publisher.*

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (★).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star

ALABAMA.

Birmingham, Ledger, dy. *Average for 1906, 22,419. Best advertising medium in Alabama.*

Montgomery, Journal, dy. *Aver. 1906, 9,844. The afternoon home newspaper of its city.*

ARIZONA.

Phoenix, Republican. *Daily aver. 1907, 6,519. Leonard & Lewis, N. Y. Reps., Tribune Bldg.*

ARKANSAS.

Fort Smith, Times. *Evening (except Sat.) and Sunday morning. Daily average 1906, 4,298.*

CALIFORNIA.

Oakland, Enquirer. *Average 1907, 28,429; December, 1907, 48,861. Largest circulation in Oakland guaranteed.*

COLORADO.

Denver, Post. *Like a blanket it covers the Rocky Mountain region. Circulation—Daily 59,606, Sunday 84,411.*

★ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgport, Evening Post. *Sworn daily, year 1907, 11,945. Sworn daily, Dec., 18,478.*

★ Bridgport, Morning Telegram, daily. *Average for Dec. 1907, sworn 12,007. You can cover Bridgport by using Telegram only. Rate 1½c. per line, flat.*

Meriden, Journal, evening. *Actual average for 1906, 7,580. Average for 1907, 7,748.*

Meriden, Morning Record and Republican. *Daily average 1906, 7,672; 1907, 7,769.*

New Haven, Evening Register, dy. *Annual sworn aver. for 1907, 15,720; Sunday, 12,102.*

New Haven, Palladium, dy. *Aver. 1906, 8,636; 1907, 9,649. E. Katz, Special Agent, N. Y.*

New Haven, Union. *Average 1906, 16,481. First 9 mos., '07, 16,521. E. Katz, Sp. Agt., N. Y.*

New London, Day, evg. *Aver. 1906, 6,104; aver. for 1907, 6,547. Gives best result.*

Norwalk, Evening Hour. *Daily average guaranteed to exceed 8,300. Sworn circulation statement furnished.*

Norwich, Bulletin, morning. *Average for 1905, 5,920; 1906, 6,559; January 1908, 7,488.*

Waterbury, Republican, morning and Sunday, 1907 av. 6,838 daily; 4,400 Sunday.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. *Daily average for 1907, 85,486 (G.G.).*

FLORIDA.

Jacksonville, Metropolis, dy. *Average 1907 10,850. E. Katz, Special Agent, New York.*

GEORGIA.

Atlanta, Journal, dy. *Aver. 1907, 51,144. Sunday 56,882. Semi-weekly 68,275. The Journal covers Dixie like the dew.*

IDAHO.

Bolse, Evening Capital News, dy. *Aver. 1906, 4,808; average, July, 1907, 6,188.*

ILLINOIS.

Aurora, Daily Beacon. *Daily average for 1905, 4,580; 1906, 6,454; 1907, 6,776.*

Cairo, Citizen. *Daily average 1st 6 months, 1907, 1,585.*

Champaign, News. *Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.*

Chicago, The American Journal of Clinical Medicine, mo. (\$2.00), the open door to the American Doctor, and through him to the American Public. *Av. circul'n for past 3 years, 40,000.*

Chicago, Bredner's Gazette, weekly. \$2. *Aver. circulation for year 1906, 70,000. For year ended Dec. 25, 1907, 74,755.*

Chicago, Commercial Telegraphers' Journal, monthly. *Actual average for 1906, 10,000.*

Chicago, Dental Review, monthly. *Actual average for 1906, 4,601; for 1907, 4,618.*

Chicago, Examiner. *Average for 1906,*

*649,846 Sunday,
172,000 Daily.*

Guaranteed larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

*Circulation for Sunday, 717,681.
February, 1907; 1 Daily, 192,271.*

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Journal Amer. Med. Ass'n. weekly. Average for 1907, **52,217**.

Chicago, Record-Herald. Average 1906, daily **141,748**; Sunday **211,611**. Average July, 1907, exceeding daily **152,490**; Sunday **290,151**.

GUARANTEE
The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (OO).

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, **7,871**.

Peoria, Evening Star. Circulation guaranteed more than **21,000**.

INDIANA.

Evansville, Journal-News. Av. for 1906, **16,899**. Sundays over **18,000**. E. Katz, S. A. N. Y.

Indianapolis, Up-to-Date Farming. 1907 av., **204,848**. Published twice a month. 75c a line.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1907, **26,112**.

Princeton, Clarion-News. daily and weekly. Daily average 1906, **1,501**; weekly, **2,545**.

Richmond, The Evening Item. daily. Shows average net paid circulation for nine months ending Sept. 30, 1907, **5,141**. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

GUARANTEE
The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Shows daily average, 1907, **9,181**. Absolutely best in South Bend.

INDIAN TERRITORY

Ardmore, Ardmoreite. daily. Average for 1906, **2,445**.

IOWA

Burlington, Hawk-Eye. daily. Av. 1907, **8,987**. "All paid in advance."

Davenport, Times. daily aver. Jan., **18,598**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital. daily. Lafayette Young, publisher. Shows average circulation for 1906, **31,721**. Circulation, City and State, largest in Iowa. More advertisements of all kinds in 1906 in 320 issues than any competitor in 365 issues. Rate 70 cents per inch, flat.

Des Moines, Register and Leader. daily and Sunday—carries more "print" and local display advertising than any other Des Moines or Iowa paper. Average circulation for 1907, **30,478**.

KANSAS.

Hutchinson, News. Daily 1906, **4,260**. Nov. 1907, **5,100**. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1906, daily, **2,778**; weekly, **3,024**.

Pittsburg, Headlight, dy and wy. Average 1907, daily **6,298**; weekly **5,517**.

KENTUCKY.

Lexington, Leader. Av. '06, eng. **5,157**. Sun., **6,798**; Sat 5 mos., '07, **5,418**. Sy, **6,867**. E. Katz.

MAINE.

Augusta, Comfort, mo. W. H. Gaunt, pub. Actual average for 1906, 1,271,982.

Augusta, Maine Farmer, w/kly. Guaranteed, 14,000. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1907, daily **16,018**; weekly, **28,422**.

Madison, Bulletin, wy. Circ., 1906, **1,581**. Now over 1,600. Only paper in Western Somerset Co.

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1907, **8,012**.

Portland, Evening Express. Average for 1907, daily **18,514**; Sunday Telegram, **8,855**.

MARYLAND.

Baltimore, American. Daily average for 1907, **75,652**; Sun., **91,209**. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average for 1907, **11,448**. For January, 1908, **32,660**.

GUARANTEE
The absolute correctness of the latest circulation rating accorded the NEWS is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (OO). Boston's tea-table paper. Largest amount of week day adv.



Boston, Globe. Average 1907, daily, **181,844**; Sunday **308,308**. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.



GUARANTEE
The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Post. Average 1907, daily, **245,981**; Sunday, **236,768**. Not over two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in comparison, not over six American newspapers approach the circulation of the Daily and Sunday editions of The Boston Post. "Grown with us in 1906."



Holyoke, Transcript, dy. Av. '07, **7,356**. Only Holyoke paper examined by A. A. A.

Lynn, Evening Item. Daily snown av. year 1906, **15,068**; first half, 1907, av. **16,470**. The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.

Worcester, L'Opinion Publique. daily (OO). Paid average for 1907, **4,586**.

MICHIGAN.

Bay City. Times, evening. Av. for 6 mos. to July 1, 1907, **11,002** copies, daily, guaranteed.

Jackson. Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. *Nov. daily average, 8,794.*

Jackson. Patriot. Average December, 1906, **8,527**; September, 9,529. Greatest net circulation. Verified by Association of American Advertisers. Sworn statements monthly. Examination welcome.

Saginaw. Courier-Herald, daily, only Sunday paper; *average for 1907, 14,749.*

Saginaw. Evening News, daily. *Average for 1906, 18,964; January, 1908, 20,797.*

MINNESOTA.

Minneapolis. Farmers' Tribune, twice-a-week. W. J. Murphy, pub. *Aver. for 1907, 82,074.*

Minneapolis. Journal, Daily and Standard (©). In 1906, average daily circulation, **76,561.** Daily average circulation for Jan., 1908, **78,721.** Average Sunday circulation for Jan., 1908, **74,685.** The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any paper in its field and to reach the great army of purchasers throughout the Northwest. The Journal brings results.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. *1907, 54,262.*

Minneapolis. Farm Stock and Home, semi-monthly. *Actual average 1906, 87,187; average for 1907, 100,266; for 1907, 103,588.*

The absolute accuracy of Farm Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the Farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

CIRCULATIN' **Minneapolis Tribune** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1907, was **76,608.** The daily Tribune average per issue for the year ending December, 1907, was **101,165.**

St. Paul. Pioneer-Press. *Net average circulation for 1907-Jan. 15,716, Sunday 85,465.*

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. Republican-Herald. Av. June, **4,616**. Best outside Twin Cities and Duluth.

MISSOURI.

Joplin. Globe, daily. *Average 1906, 15,254. Nov. 1907, 17,011.* E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Circulation 1906, **56,079.** Smith & Thompson, East. Reps.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. *Aver. 11 mos. 1907, 10,685 (©).* Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, mo. *Actual average for 1907, 104,666.*

MONTANA.

Missoula. Missoulian. Every morning. *Average 12 months ending Dec. 31, 1906, 5,107.*

NEBRASKA.

Lincoln. Deutsch-Amerikan Farmer, weekly. *Average 1906, 141,839.*

Lincoln. Freie Presse, weekly. *Actual average for 1906, 142,989.*

NEW HAMPSHIRE.

Manchester. Union. Av. 1907, **17,077,** daily. N. H. Farmer and Weekly Union, **5,550,** for '06.

Nashua. Telegraph. The only daily in city. *Average for 1907, 4,271.*

NEW JERSEY.

Ashbury Park. Press. *1907, 5,076.* Gained average of one subscriber a day for ten years.

Camden. Daily Courier. *Actual average for year ending December 31, 1907, 9,001.*

Elizabeth. Journal. *Av. 1904, 5,522; 1905, 6,151; 1906, 7,847; first 6 mos. 1907, 8,221.*

Jersey City. Evening Journal. *Average for 1907, 24,380. Last three months 1907, 25,928.*

Newark. Eve. News. *Net dy. av. for 1906, 68,022 copies; for 1907, 67,195; Jan. 69,829.*

Trenton. Evening Times. *Av. 1906, 18,257; aver. 1907, 20,270; last 1/4 yr. '07, aver., 20,409.*

NEW YORK.

Albany. Evening Journal. *Daily average for 1907, 16,895.* It's the leading paper.

Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. *Daily average for year 1907, 52,697.*

Buffalo. Courier, morn. *Av. 1907, Sunday, 91,447; daily, 51,604;* Enquirer, even. *84,576.*

Buffalo. Evening News. *Daily average 1905, 94,690; for 1906, 91,742; 1907, 94,848.*

Corning. Leader, evening. *Average 1904, 6,288; 1905, 6,395; 1906, 6,585; '07, av. 6,245.*

Mount Vernon. Argus, evening. *Actual daily average for year ending Dec. 31, 1907, 4,466.*

Newburgh. News, daily. *Av. 1907, 5,881; 4,000 more than all other Newburgh papers combined.*

New York City.

Automobile, weekly. *Average for year ending Dec. 23, 1906, 15,212.*

Baker's Review. monthly. W. R. Gregory Co., publishers. *Actual average for 1907, 5,784.*

Benziger's Magazine. the only popular Catholic Family Magazine published in the United States. *Circulation for 1907, 64,416; 60c. per agate line.*

Clipper. weekly (Theatrical). Frank Queen Pub. Co., Ltd. *Aver. for 1906, 26,611 (©).*

El Comercio. mo. Spanish export. J. Shepherd Clark Co. *Average for 1907, 8,388—sworn.*

Music Trade Review. music trade and art weekly. *Average for 1907, 5,109.*

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. *Actual weekly average for 1907, 7,269.*

The People's Home Journal. **564,416** mo. Good Literature. **458,666** monthly, average circulation for 1907—all to paid-in-advance subscribers. F. M. Lupton, publisher, Inc.

The Tea and Coffee Trade Journal. *Average circulation for year ending Dec. 1907, 5,801. Dec. 1907, issue, 10,500.*

The World. *Actual aver. for 1907. Morn., 545,442. Evening, 405,172. Sunday, 488,885.*

The Post- Express

THE LEADING
EVENING PAPER
IN ITS FIELD

Reaches More Than
18,000 HOMES

POST-EXPRESS PRINTING CO.

Rochester, N. Y.

Foreign Representatives :
VREELAND-BENJAMIN
Special Agency, New York and Chicago

Schenectady, Gazette, daily, A. N. Liecty.
Actual average for '06, 15,809; for '07, 17,152.

Syracuse, Evening Herald, daily, Herald Co.,
pub. Aver. 1906, daily 25,206; Sunday 40,064.

Troy, Record. Average circulation
1907, 20,168. Only paper in city which
has permitted A. A. examination, and
made public the report.

Utica, National Electrical Contractor, mo.
Average for 1906, 2,625.

Utica, Press, daily, Otto A. Meyer, publisher.
Average for year ending Dec. 31, 1907, 14,889.

NORTH DAKOTA.
Grand Forks, Normandien. Aver. yr. '06, 7,201.
Aver. for year 1906, 8,180.

OHIO.
Akron, Times, daily. Actual average for
year 1906, 8,977; 1907, 9,551.

Ashland, American Sanomat. Finnish.
Actual average for 1906, 10,690.

Cleveland, Plain Dealer. Est. 1841. Actual
daily average 1906, 72,216; Sunday, 88,869;
Jan., 1907, 68,658 daily; Sun., 84,281.

Coshocton, Age, daily. Net average 1907,
2,796. Cash in advance circulation.

Dayton, Journal. First six months 1907, actual
average 24,196.

Springfield, Farm and Fireside, over 1/2 century
leading Nat. agricult' paper. Cir. 445,000.

Warren, Daily Chronicle. Actual average
for year ending December 31, 1906, 2,634.

Youngstown, Vindicator. D'y. av. '07, 14,768;
Sy. 10,017; LaCoste & MacNeil, N. Y. & Chicago.

OKLAHOMA.

Muskogee, Times-Democrat. Average 1906, 5,-
514; First 6 mos. '07, 6,649. E. Katz, Agt., N. Y.

Oklahoma City, The Oklahoman. 1907 aver.,
20,152; Dec., 1907, 22,280. E. Katz, Agent N. Y.

OREGON.

Mt. Angel, St. Joseph's Blatt. Weekly. Average
for September, 1907, 20,880.

Portland, Journal, daily. Average 1907,
28,805; for Dec., 1907, 29,335. The
absolute correctness of the latest circula-
tion statement guaranteed by Rowell's
American Newspaper Directory.

Portland, Pacific Northwest, mo.: average for
1907, 16,000. Leading farm paper in State.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1907, 7,640.
N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Erie, Times, daily. Aver. for 1907, 18,508;
Dec., 1907, 18,584. E. Katz, Sp. Agt., N. Y.

Harrisburg, Telegraph. Sworn av. Dec., 14,-
885. Largest paid circulation in H'bg or no pay.

The Philadelphia Bulletin's Circulation

Following are the monthly averages of copies
sold during 1907 :

January	231,111 copies
February	268,258 copies
March	267,059 copies
April	263,247 copies
May	245,835 copies
June	238,964 copies
July	229,059 copies
August	225,290 copies
September	224,338 copies
October	220,114 copies
November	224,031 copies
December	224,610 copies

Net paid daily average circulation for 1907

241,400 copies.

THE BULLETIN'S circulation figures are net, all
damaged, unsold, free and returned copies have
been omitted.

WILLIAM L. MCLEAN, Publisher.

Printers' Ink awarded FARM
JOURNAL the Seventh Sugar Bowl
because that paper, among all those
published in the United States, best
serves its purpose as an educator
and counselor for the agricultural
population, and as an effective and
economical medium for commun-
icating with them through its ad-
vertising columns.

Philadelphia. The Press is
Philadelphia's Great Home News-
paper. Besides the Guarantee
Star, it has the Gold Marks and is
on the Roll of Honor—the three
most desirable distinctions for
any newspaper. Sworn average
circulation of the daily Press for
1907, 102,993; the Sunday Press, 134,006.

Philadelphia, Confectioners' Journal, mo.
Av. 1906, 5,470; 1907, 5,514 (©©).

Seranton, Truth. Sworn circulation for 1906,
14,126 copies daily, with a steady increase.

West Chester. Local News, daily, W. H. Hodgeson, average for 1907, **15,687**. In its 25th year, independent. Has Chester County and vicinity for its field. Devoted to home news, hence in a home paper. Chester County is second in the State in agricultural wealth.



Williamsport. Grit, "America's Greatest Family Newspaper." Average 1907, **251,687**. Circulated in over 15,000 small cities, towns and villages. Home circulation, Guaranteed.

York, Dispatch and Daily. Average for 1907, **18,184**.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation for 1907, **17,908** (approx.).



Providence. Daily Journal, **17,712** (©), Sunday, **24,178** (©). Evening Bulletin **87,061** average 1907. Bulletin circulation for 1908 over 45,000 daily.

Providence, Tribune. Aver. for 1906, **Morn. 10,347**; **Even. 81,118**; **Sun. 16,322**. Most progressive paper in the field. Evening edition guaranteed by Rowell's A. N. D.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1907, **4,251**.



Columbia. State. Actual average for 1906, daily (© ©), **11,257** copies; semi-weekly, **2,625**; Sunday (© ©), **18,006**, **12,228**. Actual average for 1907, daily (© ©), **18,052**; Sunday (© ©), **18,887**. Semi-weekly **2,997**.

Spartanburg, Herald. Actual daily average circulation for 1907, **2,715**. Dec., 1907, **8,067**.



TENNESSEE.

Chattanooga, News. Adv. 5 mos. end. Dec. 31, 1906, **14,707**. Only Chattanooga paper permitting carriage of classified ads. Carries more adv. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees larg. circulation or no pay.

Knoxville, Journal and Tribune. Week-day average year ending Dec. 31, 1907, **14,694**. Week-day average Jan. 24 in excess of **15,000**. The leader.

Memphis, Commercial Appeal. daily. Sunday, weekly. First six months 1907, av. **Adv. 41,782**; Sunday, **61,482**; weekly, **81,312**. Smith & Thompson, Representatives, N. Y. and Chicago.

Nashville, Banner, daily. Aver. for year 1906, **\$1,455**; for 1907, **86,206**.

TEXAS.

El Paso, Herald. Nov. av., **8,461**. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1905, **8,527**; 1906, **4,118**; 1907, **4,555**. Exam. by A. A. A.

Bennington, Banner, daily. F. E. Howe. Actual average for 1906, **1,980**; 1907, **2,019**.

Burlington, Free Press. Daily average for 1907, **8,413**. Largest city and State circulation. Examined by A. S. of Amer. Advertisers.

Montpelier, Argus, daily. Aver. for 1907, **8,126**. Only Montpelier paper exam. by A. A. A.

Rutland, Herald. Average 1905, **4,256**. Aver. 1906, **4,677**. Only Rutland paper exam. by A. A. A.

St. Albans, Messenger, dy. Aver. 1906, **2,888**; aver. for 1907, **8,882**. Examined by A. A. A.

PRINTERS' INK.

WASHINGTON.

Seattle, Post-Intelligencer (© ©). Aver. for Nov., 1907, net—Sunday **48,689**; Daily, **84,864**; week day **88,506**. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington: highest quality, best service greatest results always.

Tacoma, Ledger. Average 1906, daily, **16,059**; Sunday, **21,798**.

Tacoma, News. Average 1906, **16,109**; Saturday, **17,610**.

WEST VIRGINIA.

Huntington, W. Va. News, w. Wm. B. Blake & Son, publs. Aver. 1907, **2,584**.

WISCONSIN.

Janesville, Gazette. Daily average for 1907, **8,671**; semi-weekly, **2,416**; Dec., '07, dy., **8,988**.

Madison, State Journal, dy. Average 1906, **2,602**; Jan., **Feb.**, Mar., 1907, **4,834**; Apr., **5,196**.

Milwaukee, Evening Wisconsin (©). Apr., 1907, **28,052** (©). Carries largest amount of advertising of any paper in Milwaukee.

Milwaukee, The Journal, eve. Ind. Circ'n Dec., 1906, **16,157**; Dec., 1907, **59,985**; daily, **6,892**. Average for 12 months, **51,922**. The Journal, six days, carried more advertising in 1907 than did the leading morning daily, with its Sunday included, and practically double the amount, rates considerably of any other evening newspaper. The Journal leads all Milwaukee dailies in classified. Its city circulation equal to the combined city circulations of any three other Milwaukee papers.

Oshkosh, Northwestern, daily. Average for 1907, **8,680**. Examined by A. A. A.



Racine, Wis., Estab. 1877. Actual weekly average for year ended Sept. 30, 1907, **56,036**. Larger circulation in Wisconsin than any other paper. Adv. **35,50** an inch. N. Y. Offce. Temple Ct. W. C. Richardson, Mgr.

Racine, Journal, daily. Average for the last six months 1907, **4,876**.

WYOMING.

Cheyenne, Tribune. Actual daily average net for 1906, **5,136**; semi-weekly, 9 mos., '07, **4,294**.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1907, **18,846**; Dec., 1907, **15,486**. H. L. Clergue, U. S. Rep'r., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1907, daily, **86,552**; daily Dec. 1907, **85,546**; weekly av. for mo. of Dec., **24,025**.

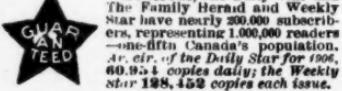
Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1906, **16,177**. Rates 5¢. inch.

Winnipeg, Telegram. Average daily, 1907, **22,866**. Weekly av. **19,637**. Flat rate, **3½** c.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily **103,828**, weekly **50,197**.

Montreal, The Daily Star and The Family Herald and Weekly Star. have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the Daily Star for 1906, **60,912**; copies daily; the Weekly Star **188,452** copies each issue.



THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which it Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD: old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate: cent a word; 7 times, 5 cents a word. Agents Wanted: half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D.C. (G.O.), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

INDIANA.

The Lake County Times Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions daily.

The advertising medium par excellence of the Calumet Region, headed by all the prosperous business men and well-paid mechanics in want has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 126,929 more than all the other Indianapolis papers had.

STAR LEADS IN INDIANA.

During last year the INDIANAPOLIS STAR carried 626 26 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 179,39 column over 1906. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

IOWA.

THE Des Moines REGISTER and LEADER: only morning paper carries more "want" advertising than any other Iowa newspaper. One cent a word, monthly rate \$1.25 nonp. line, dy. & Sy.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great ready guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1907, printed a total of 446,736 paid "want" ads. There was a gain of 1,979 over the year 1906, and was 230,63 more than any other Boston paper carried for the year 1907.



30 WORD AD, 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000.

MINNESOTA.

The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Want ads and no Classified or objectionable medical advertisements printed. Classified Wants printed in Jan., 132,482 lines. Individual advertisements, 20,168. Eight cents per agate line per insertion if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1c. a word. No ad taken less than 2c.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

CIRC'LAT'N THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Nine months' average, 68,833.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 1c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation daily for 1907, 11,000; Sunday, 18,000.

NEBRASKA.

THE AMERICAN FARM LIBRARY, Edgar, Nebr. Monthly. Circulation 23,000. Rate, 2c. per word.

NEW JERSEY.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEWARK, N. J., FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

PRINTERS' INK.

BUFFALO EVENING NEWS with over 25,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

A RGUS, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order arcades, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, India-
tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 25 cents a line per issue flat, six words to a line.

OHIO.

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the **CINCINNATI ENQUIRER**. A word to the wise is sufficient.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN Okla. City, 22,230. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester Pa. TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

PROVIDENCE TRIBUNE, morning and evening, 45,000, brings results, cost the lowest.

SOUTH CAROLINA.

 **THE Columbia STATE** (©©) carries more Want ads than any other South Carolina newspaper.

CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the Want ad medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,000. Saturdays 117,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD AND WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THAT YAWNING WASTE BASKET.

If business men who use circulars extensively for the purpose of making sales of goods or manufactured articles would sit down and do a little hard thinking they would doubtless save themselves a lot of trouble and a considerable sum of money each year. But unfortunately they are too busy with other matters to devote much thought to the subject of advertising. So they hire somebody to look after the department and let it go at that.

There seems to be prevalent an idea that circulars are the cheapest and best mediums for reaching the public and that if they are well written and beautifully printed they will pull business out of a stone.

How many of those who cherish this fond delusion have definite facts to support it? Not one in a hundred. In some lines of business, especially in the retail trade, good results have been secured from an intelligent use of cir-

culars, but experience has shown that in approaching manufacturers, wholesalers, jobbers and others who conduct large commercial enterprises they are almost worthless.

When the executive head of one of these establishments examines his mail in the morning he finds that from twenty-five to fifty per cent of the matter he has received consists of fancy cards, elaborate folders, artistically printed circulars, booklets and calendars.

The most of these, if not all, are at once consigned to the waste basket after the first glance without reading. The busy man at the desk hasn't the time to examine them, other things demand his attention. The cost of the advertising matter thus thrown away varies in this one office will average at the lowest estimate from \$5 to \$10 a day. Multiply this by the thousands of other offices and some idea of the waste of expensive printed matter may be obtained.

How, then, can the advertiser get the attention of the men he desires to reach? Through the newspapers and the trade papers. If he will frame up his selling arguments in attractive form and place them in the evening or the morning newspapers he can rest assured that they will be seen and read by the very men who refuse to examine his circulars. The trade papers are most valuable in reaching definite classes of people. They are selective. Only those buy them who are directly interested in the particular business they represent. Hence the advertiser knows when he puts his announcement in one of them, providing of course that it is a representative publication, that every copy of the paper reaches a possible customer.

There is no waste circulation. Every subscriber is a live, progressive business man who wants to be posted in the news of the trade.

Just as soon as the business men of the country wake up to the above facts the frightful waste of money and effort, as represented by circulars, etc., will be stopped and a deeper appreciation of the true value of news and trade paper advertising will prevail.—*Editor and Publisher.*

◆◆◆
SOUND ARGUMENT.

Just now, when some firms are content to sit down and take what business comes to them, is the time when the really progressive firm ought to start out to capture the trade by the right kind of advertising.

Now is the time to make new customers and to take advantage of this inactivity on the part of the timid, who have dropped out of the contest for the time being.

To firms which will wage a vigorous campaign of advertising, intelligently directed, the present time offers the opportunity of a lifetime, because competition in the advertising field will be slightly less keen—but at the same time the field will be practically as large as ever before.—*St. Joseph, Mo., Fruit Grower.*

(○○) GOLD MARK PAPERS(○○)

Out of a grand total of 22,896 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (○○).

ALABAMA.

THE MOBILE REGISTER (○○). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Everybody in Washington SUBSCRIBES to THE EVENING AND SUNDAY STAR. Average, 1907, 35,480 (○○).

FLORIDA.

JACKSONVILLE TIMES-UNION (○○). Pre-eminently the quality medium of the State.

ILLINOIS.

BAKERS' HELPER (○○), Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

THE INLAND PRINTER, Chicago (○○). Actual average circulation for 1907, 15,866.

TRIBUNE (○○). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (○○). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL daily, average August, 1907, 8,067; weekly, 17,700 (○○). 7.44% increase daily over last year.

MASSACHUSETTS.

BOSTON, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (○○).

BOSTON EVENING TRANSCRIPT (○○), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (○○), Boston. Nearly 300 of its 400 advertisers use no other textile journal. It covers the field.

WORCESTER L'OPINION PUBLIQUE (○○) is the leading French daily of New England.

MINNESOTA.

THE MINNEAPOLIS JOURNAL (○○). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

PIONEER PRESS (○○), St. Paul, Minn. Most reliable paper in the Northwest.

NEW YORK.

BUFFALO COMMERCIAL (○○). Desirable because it always produces satisfactory results.

ARMY AND NAVY JOURNAL, (○○). First in its class in circulation, influence and prestige.

BROOKLYN EAGLE (○○) is THE advertising medium of Brooklyn.

CENTURY MAGAZINE (○○). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

DRY GOODS ECONOMIST (○○), the recognized authority of the Dry Goods and Department Store trade.

ELECTRICAL REVIEW (○○) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

ELECTRICAL WORLD (○○). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,294. MCRAW PUBLISHING COMPANY.

ENGINEERING NEWS (○○). The leading engineering paper of the world; established 1881. Reaches the man who buys or has the authority to specify. 16,000 weekly.

THE ENGINEERING RECORD (○○). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE.

In 1907, average issue, 30,500 (○○). Specimen copy mailed upon request.

D. T. MALLETT, Publ. 335 Broadway, N. Y.

NEW YORK HERALD (○○). Whoever mentions America's leading newspapers mentions the New York HERALD first.

NEW YORK TIMES (○○). Largest gold-mark sales in New York.

NEW YORK TRIBUNE (○○). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

SCIENTIFIC AMERICAN (○○) has the largest circulation of any technical paper in the world.

STREETS RAILWAY JOURNAL (○○). The foremost authority on city and interurban railroading. Average circulation for 1907, 8,216 weekly. MCRAW PUBLISHING COMPANY.

VOGUE (○○) carried more advertising in 1906 than any other magazine, weekly or monthly.

THE POST EXPRESS (○○). Rochester, N. Y. Best advertising medium in this section.

OHIO.

CINCINNATI ENQUIRER (○○). In 1907 the local advertising was 33.3% more than in 1906. The local advertiser knows where to spend his money. The only Gold Mark paper in Cincinnati.

PENNSYLVANIA.

THE PRESS (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Queen City Star and the Gold Marks—the three most desirable distinctions for any newspaper. Av. weekly circulation of The Daily Press, for 1907, 102,963; The Sunday Press, 124,000.

THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, progressive Pittsburgh field. Best two-cent morning paper in the nation; a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

ROHDE ISLAND.

PROVIDENCE JOURNAL (○○), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (○○), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (○○) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (○○). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (○○). The only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (○○) and THE EVENING MAIL. Circulation 15,558, flat rate.

THE GLOBE (○○). Toronto, is now, as always, the greatest advertising medium in Canada.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 Eekman.

President, ROBERT W. PALMER.
Secretary, DAVID MARCUS.
Treasurer, GEORGE F. ROWELL.

The address of the company is the address of the officers.

London Agent, F. W. Sears, 50-53 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electro-type plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, February 12, 1908.

Exceedingly Assuredly this is **Bad Policy.** reputable concern to advertise its belief that a long period of business depression is to come, for the sole purpose of promoting sales of its own product. No time or season can possibly be imagined, for the matter of that, when such a course could be commended. It could almost be placed in the category with the practice, recently brought to light in New York, of advising bank depositors over the telephone to withdraw their money in certain institutions, which, the unknown informants stated, were about to suffer from ruinous runs. The difference seems to be that in one case the prophets of disaster come out in the open while in the other they are careful not to disclose their identity.

The truth of the matter is that "hard times" are not with us, and

there is no substantial reason for prophesying their approach. It is little short of criminal to conjure up calamity, and the veriest nonsense to howl "Wolf" when that animal is fast disappearing beyond the horizon.

The advertisement which seems to have run the gamut of foolhardiness appears as a full page in the current issue of the *Harvard Law Review*. It is reproduced below and is put in very small type, so that PRINTERS' INK may not be accused of spreading distrust and pessimism:

PREPARE FOR HARD TIMES.

Financiers and well-informed men agree that we are approaching a period of "Hard Times."

That means during the next year or so many Banks, Manufactories, and Large Mercantile Houses will go through Bankruptcy.

Are you prepared to advise and protect your clients in a Bankruptcy proceeding?

Collier on Bankruptcy, 6th edition, 1907, gives the Law as amended to date, Digests all the Decisions, gives the Practice, together with Forms, and is the most practical and exhaustive treatise on the subject.

Collier on Bankruptcy is also the one recognized Authority, is Cited Often by the Federal Courts, and is in More General Use than all the other works on Bankruptcy put together.

If you are retained in a Bankruptcy matter you will need a good standard work, the best you can get, At Once. Is Is Not worth to you and your reputation \$6.50 to have in advance Collier on Bankruptcy, so that you can study the subject and have the Best Legal Authority At Hand When Needed.

MATTHEW BENDER & COMPANY, Publishers, Albany, N. Y.

Perhaps you already have some Bankruptcy Business and would like to own the Bankruptcy Reports; if so, we will be pleased to quote you terms, etc.

EMERSON renders an original couplet in this way:

"The man who has a thousand friends, has not a friend to spare, And he who has an enemy will find him everywhere."

And there is no one who can better heed this maxim than the man who has something to advertise and to sell.

"A SQUARE DEAL given for a Round Dollar" is a recent advertising legend.

THE *Bulletin of Pharmacy*, Detroit, will issue four special numbers commencing with March, each of which will be sent to 20,000 druggists.

Forestry and Irrigation is the official organ of the American Forestry Association, published monthly at Washington, D. C. If it could be read regularly by a large number of serious Americans the cause of forest preservation would be helped vastly.

ROBERT TILNEY, editor of N. W. Ayer & Son's American Newspaper Annual since its inception, nearly twenty-nine years ago, has resigned. Mr. Tilney retires from active business life and will devote himself to certain lines of literary work in which he is interested.

THE *American Journal of Clinical Medicine* states that Thomas Beecham and every other man who has put a purgative on the market made good with it. Nevertheless it has been said by some of those who have tried it that making money in the patent medicine trade is not as easy as "rolling off a log."

THE Brooklyn *Standard Union* changes its Roll of Honor advertisement to-day to read "actual daily average for 1907 was 52,697." This paper is the only daily in Greater New York which has secured the Guaranteed Star since that guaranty of a newspaper's honesty was established. William Berri is to be congratulated upon such a distinction.

Our *Chauncey*. The big space on the top of the building at the upper end of Madison Square, at the corner of Broadway and Fifth Avenue, New York, is occupied just at present by the most subtle and humorous appeal in the whole course of its illustrious history. This space, perhaps the most important and costly hoarding in the United States, is eighty-five feet long and sixteen feet high,—at

an elevation of about seventy-five feet from the sidewalk, and it is estimated is passed by more people daily than any other sign in this country. No one who passes can escape it, as it is surmounted on all sides by ample open space, and the eye of the passer-by from any direction strikes it first, almost at a level. The hoarding has been occupied in the past by such great national advertisers as the American Tobacco Co., who held it for a long time for Bull Durham, Turkish Trophies and the Cremo Cigar, the Gibson Whiskey people, the Hearst New York dailies, and the *Evening Globe*.

Inescapable by day it is equally so at night on account of its electric illumination, and it has in fact become one of the landmarks of Greater New York. The appeal just at present is like the Mikado's prescription for an execution,—"humorous but lingering." A broadly humorous face, of immense size, overspread with a hearty laugh—mouth wide open and head thrown back, is flanked by a representation of a phonograph—the word "Edison" in great capitals spread across the sign, and the legend in big letters: "It still sounds good to me." The humor of the face is infectious and,—reminiscent—a second glance is convincing. It is none other than the great Chauncey himself, past high-priest of the great American joke! The likeness is copied carefully from the reproduction of a photograph of Senator Depew, which was given national publicity a few years ago in connection with the "Chauncey Depew Five Cent Cigar." The reader will remember this at once, on the box and on the billboards, with the legend "named after me.—well it's a good one." While minus the small side-whiskers the likeness in outline and expression is an inevitable one. The subtlety of the appeal in this instance makes the ad one likely to be long carried in the recollection of the beholder—with a chuckle.

DON'T think of rivalry, except to surpass it by more generous service.

ANOTHER Brooklyn paper has furnished Rowell's American Newspaper Directory with a detailed statement of copies printed during the twelve months of 1907. The *Citizen* is the paper, and the figures show that the average number of copies printed on each of the 361 publication days of the year was 43,091. The Sunday issue regularly exceeds the weekday issue by probably three thousand copies, thus somewhat increasing the average of the combined editions for the year.

THE Grand Rapids, Michigan, Advertisers' Club is a young organization, which already numbers about 100 members. Monthly dinners are held, which are proving extremely profitable because of the care exercised in the choice of speakers. At the meeting held last month addresses were made by W. C. Holman, W. R. Fox, George Whitworth, W. D. Bishop, Charles H. Leonard and O. H. L. Wernicke. A special edition of the Grand Rapids *Herald* was distributed during the evening, devoted to pointed paragraphs upon club members.

A CIRCULAR of the better sort has just been issued by the Des Moines *Register and Leader*. It gives detailed statements of circulation of the daily and Sunday editions for 1907, showing an average of 30,473 copies daily and 27,871 on Sunday. Tables show the comparative advertising carried in the three Des Moines papers during the year, both in total and in classified. The noteworthy feature of the circular, which was prepared by Harry Terrill Watts, of Des Moines, is an outline map of Iowa containing the names of the principal towns and the time at which the *Register and Leader* is delivered in each of them. The paper reaches every corner of Iowa on the morning of publication.

J. F. BOURKE, formerly western representative of the *Hearthstone and Housewife*, has joined the staff of Paul Block's Chicago office. Mr. Bourke has been in the western field for many years.

THE January meeting of the Ad Men's Club of Boston was devoted to a discussion of color printing and color work in the magazines. The chief speaker of the evening was Day Baker, president of the Sparrell Print, and winner of the world's third highest award for color printing. Mr. Baker's address was on the "Practical Application of Color Photography." He illustrated his talk with many specimens, including an original photographic plate valued at \$1,000, which Lumiere claims is the finest specimen of color photography in the world. The other speakers of the evening were Mr. Wm. E. Hall, treasurer of the Shaw Stocking Co. and Mr. W. H. McLaughlin of the Walter Baker Co. An appropriate souvenir was issued for the occasion in the form of a magnificent booklet, giving some of the best examples ever produced in color printing.

Indestructible Mailing Cards The *Breeder's Gazette* has successfully solved the problem of a post card which cannot easily be damaged in the mails. The card in question is made of cloth, similar to that used in books for very small children. The cloth has a glazed paper surface, and both text and illustration show up well upon it. Heretofore the chief difficulty experienced with large post cards has been found in the ease with which they were ripped and torn while en route. Very often they reach their destination in such a disreputable condition that they do not gain a respectful hearing from the recipients. It may well be that the cloth-lined cards are too expensive to become popular, but when they are used, occasionally, they are bound to attract favorable attention.

THE Moody Corporation, Elizabeth, N. J., has made an assignment for the benefit of creditors. It is stated that this action will not hinder the publication of the periodicals issued by the company. The Moody Corporation had its offices in the Elizabeth *Evening Times* building.

THE Vreeland-Benjamin Special Agency have added three papers to their list—the Rochester, N. Y., *Post Express*; Jacksonville, Florida, *Times-Union*, and Augusta, Ga., *Herald*. The first two of these papers are accorded the Gold Marks by Rowell's American Newspaper Directory.

THE Siegfried Advertising Agency, New York, will in future place the business of A. H. Bickmore & Company, bankers; Empire State Surety Company, general insurance; Building Trades Agency; Long Island City Safe Deposit Company; McGraw Realty Company; Prospect Park Bank, of Brooklyn; and Gross & Gross, real estate.

FIRE destroyed the plant and building of the Cleveland *Plain Dealer* on February 2d, entailing a loss of \$500,000. The fire started at 11 o'clock in the morning, supposedly from crossed electric wires, and was not under control until nightfall. The *News*, *Leader* and *Press* all assisted the *Plain Dealer* in publishing the paper after the fire.

THE first forms of the 1908 edition of Rowell's American Newspaper Directory will close this week, Saturday. There are but few days remaining in which to furnish statements of copies printed during 1907, and copy for advertisements. Present indications give evidence that more definite ratings will appear in the forthcoming Directory than in any which have preceded it, and also that the book will contain more advertising than has been carried since the policy of swapping space was discontinued.

Very likely you are particularly anxious to sell goods just at the present time.

Quite naturally you do not feel like putting new men on the road, but there are, doubtless, a number of interesting things about your stock—its salability and the prices you are prepared to make, which you would like to have your customers and prospective customers know about.

Do not send out a cheap circular letter or two and expect to get results.

Advertising matter of that nature goes straight to the waste basket these days, accompanied by remarks which would burn the ears of the man who sent them out.

Get out a little series of new, novel, bright and cheerful pieces of mailing matter that will attract interest, get attention, and do business for you. In this way you can tell the trade the things you want to make known and get in a nice lot of orders which have got to be placed somewhere, and which will go to the man who asks for them in the right way.

Tell us just what you want to do and let us suggest the most effective way in which to do it.

GEORGE ETHRIDGE,

THE ETHRIDGE COMPANY,
Union Square, New York.

H. D. CUSHING, formerly of the Shumway Agency, has started in business as publishers' special representative at 24 Milk st., Boston. He is devoting himself entirely to magazine work and at the present time is representing the following publications: *Appleton's Magazine, Strand, Wide World Magazine, Theatre Magazine, Spare Moments and Paris Modes.*

LAST week PRINTERS' INK took pleasure in reproducing an editorial from *Profitable Advertising* regarding its importance in the advertising community. Below is reprinted, with an equal amount of pleasure, an extract from an editorial in the *Fourth Estate*, a paper which has as a sub-title the phrase "A Newspaper for the Maker of Newspapers." The reprint may contain genuine news for most advertisers:

"—, there will be found in every issue many hints and suggestions, valuable even to the veteran advertiser."

Seattle

Adcrafters.

The organization of the Seattle *Adcraft Association* was completed at a dinner held on January 22d, when officers were elected for the ensuing year. The association already numbers fifty members, and includes representatives from the daily and weekly publications, banks, house furnishing, department and dry goods stores, advertising agencies, wholesalers, retailers, manufacturers, printers, engravers, real estate and building material dealers.

The officers elected are:

President, Maverick Terrell, of the Terrell-Maverick Co., real estate; first vice-president, N. R. Sibley, manager Stone-Fisher Co., department store; second vice-president, C. N. Brockhagen, advertising manager Seattle *Post-Intelligencer*; secretary, A. V. Willoughby, advertising manager *Pacific Builder and Engineer*; treasurer, W. F. Paull, trust officer, Union Savings and Trust Co.; chairmen of committees: investigating, F. J. Perine, Ivy Press; membership, C. S. Harley, Dexter, Horton & Co., bankers; programme, G. D. Everitt, R. L. Polk & Co.; press committee; N. R. Sibley, Leonard Fowler and J. Frederick Thorpe.

COMMENCING with the March issue, the advertising rate of the *Woman's Magazine* is \$2.40 a line, based on a circulation of 600,000 copies. Subscriptions are being received at the rate of 5,000 a day.

Of Making Many Books.

The issue of the *Publishers' Weekly* dated January 25 contains 600 pages, given over chiefly to a reference list of new publications that made their appearance in 1907. The books recorded amount to 9,620 titles,—2,481 more than those of 1906 and running far ahead of the best years in the past.

"A portion of this increase," the *Publishers' Weekly* states, "is to some extent to be accounted for by the extension of facilities of record reaching closer to completeness; but it nevertheless remains true that the output of 1907 out-reached in unusual measure that of any previous year—a fact paralleled in the English records. In France, strange to note, book production was less active than in a decade past, the total running upwards of 1,500 behind those of 1905."

The classification of the printed literature, as given by the *Publishers' Weekly*, is interesting and the table is reprinted below:

	1907.	
	New Books	New Editions
Fiction	1150	21
Theology and Religion	831	45
Law	626	81
Physical and Math. Science ..	613	93
Poetry and the Drama	686	11
Biography, Correspondence ..	580	23
Juvenile	592	11
Liter. and Collected Works ..	630	14
Medical, Hygiene	309	152
Political and Social Science ..	484	37
Descrip. Geography, Travel ..	453	29
Education	432	33
History	393	22
Useful Arts	292	59
Fine Arts: Illus. Gift Books	311	12
Domestic and Rural	145	17
Humor and Satire	102	2
Philosophy	145	18
Sports and Amusements	88	9
Works of Reference	63	6
 Totals	 8925	 695
	695	
	9620	

FEBRUARY MAGAZINES.

Discussion of the alleged decadence of religious journalism has been revived since the *Sunday School Times* published a summary a few weeks ago intended to show the increased importance of the religious press to-day as compared with twenty years ago. It seems to be generally believed that the power of denominational journalism is declining. The *New York Evening Post* has sized up the situation very well when it says:

"That many religious papers lack interest is undeniable. The material that fills their columns is conventional; cut and dried comment on church affairs, machine-made exposition of the Sunday-school lesson, a commonplace sermon by that rising young divine, Dr. Smith, an article urging the laity to be less critical of a pastor who is doing his best and to hold up his hands, a poem of the mother-home-

ADVERTISING IN LEADING MONTHLY MAGAZINES FOR FEBRUARY.

(Exclusive of Publishers' own advertising.)

	Pages	Ag.	Lines
Everybody's	105	23,632	
System.....	104	23,296	
Country Life in America (cols.).....	135	22,722	
Review of Reviews.....	94	21,238	
McClure's	88	19,824	
Ladies' Home Journal (cols.).....	86	17,200	
Pacific Monthly.....	76	17,066	
Munsey's	76	17,024	
American Magazine.....	68	15,232	
Business Man's Magazine.....	67	15,120	
World To-Day.....	65	14,616	
World's Work.....	60	13,601	
Harper's Monthly.....	59	13,412	
Woman's Home Com- panion (cols.).....	63	12,776	
Outing Magazine.....	56	12,740	
Scribner's	56	12,656	
Good Housekeeping.....	55	12,432	
Century	54	12,243	
Delineator (cols.).....	89	12,096	
Success (cols.).....	67	11,454	
Garden Magazine (cols.).....	78	11,046	
Suburban Life (cols.).....	62	10,680	
Pictorial Review (cols.).....	63	10,535	
Van Norden.....	47	10,528	
Housekeeper (cols.).....	51	10,300	
Red Book	44	9,836	
Pearson's	41	9,184	
Technical World.....	40	9,058	
Ladies' World (cols.).....	45	9,000	
Modern Priscilla (cols.).....	51	8,621	
Metropolitan.....	38	8,512	
Yachting (cols.).....	58	8,377	
McCall's Magazine (cols.).....	64	8,347	
Out West (Jan.).....	36	8,176	
New Idea Woman's Maga- zine (cols.).....	60	8,160	
Designer (cols.).....	59	8,037	
Home Magazine (cols.).....	42	8,030	
Outdoor Life	35	7,889	
American Homes and Gar- dens (cols.).....	45	7,560	

SYSTEM
THE MAGAZINE OF BUSINESS

A leading Advertising Agency writes:

During the past year we placed advertising of irrigated Farm Lands in SYSTEM, and while we haven't the final figures at hand, will say that of all the publications of general circulation, SYSTEM stood first on the list of about twenty-five publications, on cost per

inquiries from the first four insertions of page copy in SYSTEM cost us on the average of \$1.35 a piece, and from these inquiries we sold 215 acres for about \$28,000, or at a selling cost of about 28-100%, while the average selling cost on the entire list was about 5%.

SYSTEM
THE MAGAZINE OF BUSINESS

	Pages	Ag.	Lines
Ainslee's	31	7,140	
Human Life (cols.).....	38	7,121	
Field and Stream.....	31	6,944	
Lippincott's	30	6,832	
The Circle (cols.).....	41	6,769	
Argosy	29	6,676	
Broadway Magazine	29	6,504	
Theatre Magazine (cols.).....	39	6,429	
House Beautiful (Jan.- cols.).....	45	6,314	
Current Literature.....	28	6,272	
Popular Magazine.....	28	6,272	
House and Garden (cols.).....	43	6,177	
Harper's Bazar.....	27	6,160	
Appleton's Magazine.....	26	5,936	
Overland Monthly (Jan.).....	26	5,908	
Outer's Book (Jan.).....	26	5,824	
Etude (cols.).....	31	5,320	
Health Magazine.....	23	5,320	
Short Stories.....	23	5,264	
Gunter's Magazine.....	23	5,068	
Spare Moments (cols.).....	23	5,046	
Wide World Magazine.....	22	4,970	
World's Events (Jan.- cols.).....	32	4,714	
Atlantic Monthly.....	21	4,704	
Bookman.....	20	4,662	
Recreation (cols.).....	26	4,515	
American Boy (cols.).....	22	4,512	
Putnam's Monthly.....	20	4,480	
Strand	19	4,312	
Home Needlework.....	19	4,242	
Star Monthly (cols.).....	20	4,158	
All-Story Magazine.....	18	4,032	
Blue Book.....	16	3,584	
Travel Magazine (cols.).....	24	3,488	
Benziger's Magazine (cols.).....	19	3,461	
International Studio.....	12	3,223	
Musician (Jan.-cols.).....	20	3,206	

PRINTERS' INK.

	Pages	Ag. Lines		Cols.	Ag. Lines
Bohemian.....	14	3,182	Leslie's Weekly.....	7	1,413
Smart Set.....	13	2,912	Illustrated Sunday Maga- zine.....	4	780
Smith's Magazine.....	12	2,688			
Railroad Man's Magazine.....	11	2,646	Week ending Feb. 3:		
Transatlantic Tales.....	8	2,002	Saturday Evening Post... 41	7,040	
St. Nicholas.....	8	1,932	Collier's..... 26	5,017	
Philistine.....	14	1,764	Literary Digest..... 33	4,732	
New England Magazine.....	5	1,120	Churchman..... 29	4,705	
Scrap Book.....	4	1,008	Outlook (pages)..... 18	4,088	
People's Magazine.....	3	672	Independent (pages)..... 15	3,475	
			Vogue..... 20	3,246	
ADVERTISING IN LEADING WEEKLY MAGAZINES FOR JANUARY.					
(Exclusive of Publishers' own advertising.)					
Week ending Jan. 5:					
	Cols.	Ag. Lines			
Saturday Evening Post...	41	6,888	Associated Sunday Maga- zine..... 17	3,213	
Life.....	43	6,020	Christian Herald..... 17	3,125	
Collier's.....	27	5,222	Leslie's Weekly..... 14	2,909	
Literary Digest.....	34	4,445	Life..... 16	2,247	
Independent (pages).....	27	3,920	Scientific American..... 10	2,151	
Vogue.....	21	3,276	Illustrated Sunday Maga- zine..... 7	1,274	
Churchman.....	19	2,948	Christian Endeavor World	6	1,263
Outlook (pages).....	13	2,912			
Christian Endeavor World	13	2,432	Totals for January:		
Christian Herald.....	12	2,100	Saturday Evening Post... 30	11,119	
Associated Sunday Maga- zine.....	9	1,788	Outlook..... 25	5,522	
Scientific American.....	8	1,600	Vogue..... 24	3,342	
Illustrated Sunday Maga- zine.....	7	1,304	Collier's..... 21	4,943	
Leslie's Weekly.....	5	1,053	Literary Digest..... 20	5,557	
Week ending Jan. 12:			Independent..... 17	5,538	
Saturday Evening Post...	30	5,040	Churchman..... 17	4,422	
Collier's.....	24	4,547	Life..... 12	3,398	
Literary Digest.....	25	3,507	Associated Sunday Maga- zine..... 11	1,763	
Independent (pages).....	14	3,220	Christian Herald..... 11	1,587	
Outlook (pages).....	14	3,178	Christian Endeavor World	9	9,810
Churchman.....	14	2,676	Scientific American..... 8	980	
Associated Sunday Maga- zine.....	14	2,586	Leslie's Weekly..... 8	922	
Vogue.....	13	2,107	Illustrated Sunday Maga- zine..... 6	4,490	
Christian Herald.....	11	1,903			
Illustrated Sunday Maga- zine.....	9	1,749			
Christian Endeavor World	9	1,676			
Leslie's Weekly.....	7	1,477			
Scientific American.....	7	1,440			
Life.....	7	1,087			
Week ending Jan. 19:					
Vogue.....	87	13,550			
Saturday Evening Post...	31	5,271			
Outlook (pages).....	16	3,752			
Churchman.....	22	3,674			
Literary Digest.....	25	3,535			
Collier's.....	18	3,366			
Independent (pages).....	15	3,360			
Christian Herald.....	15	2,602			
Leslie's Weekly.....	10	2,070			
Associated Sunday Maga- zine.....	9	1,786			
Scientific American.....	8	1,748			
Christian Endeavor World	7	1,520			
Life.....	10	1,409			
Illustrated Sunday Maga- zine.....	7	1,323			
Week ending Jan. 26:					
Outlook (pages).....	51	11,592			
Saturday Evening Post...	35	5,880			
Literary Digest.....	31	4,338			
Collier's.....	20	3,791			
Independent (pages).....	15	3,563			
Churchman.....	21	3,419			
Christian Endeavor World	15	2,939			
Associated Sunday Maga- zine.....	14	2,390			
Vogue.....	13	2,163			
Scientific American.....	10	2,041			
Christian Herald.....	11	1,857			
Life.....	11	1,655			

and-heaven type, and items about a new church in the Bronx and a pipe-organ at Syracuse. All this, intelligent men must admit, is pretty thin milk, even for babes in Christ. The advertising is correspondingly slender; notices of books issued by the denominational publishing houses, cards of bell-founders and dealers in ecclesiastical specialties, and a few other miscellaneous matters. The desperate straits of the advertising manager is shown by his acceptance of advertisements of patent medicines—"tonics"—and of speculative ventures in land, oil-wells, and mines, none of which could secure space in a reputable secular paper."

It is scarcely fair to the religious papers of the better sort to assert that they accept advertising which could not secure space in a reputable secular paper, but aside from this the *Post's* characterization is not unjust.

One of the champions of religious journals is the *Catholic World*, which, however, does not admit that these papers are not loosing their grip:

"We can set it down that religious papers are not in the business of entertainment, though many legitimate secular papers are. The religious paper can make little appeal to the lighter or the purely secular side of people's interests and sensibilities; in any such attempt it is wholly outclassed by

the journalism that finds a chief field there. The religious paper has a clear title to the field of the deepest interests of men and women. And this field will go out of existence when the art of reading and the kingdom of God are done away with. Not before."

One last quotation, from *Current Literature*, which says, in commenting upon the *Sunday School Times'* summary:

"In spite of this optimistic review of the situation, the dispassionate student of religious journalism in America can hardly fail to have noticed during recent years a weakening grip, a decrease in vitality. There are a few excellent religious journals, but the number is not growing. The tendency seems to be for denominational papers to give way to such broadly religious, but non-sectarian, weeklies as *The Outlook* and *The Independent*."

There are a few denominational papers which maintain their importance, but they may almost be numbered on the fingers of one hand. The *Churchman* is foremost of these, partially because of its magazine features, which lend interest to it entirely apart from its religious nature. The *Congregationalist* in its denomination and the *Christian Advocate* among the Methodists are exponents of all that is best in sectarian publications. The *Interior* and the *Examiner* have a definite clientele of high intelligence in the Presbyterian and the Baptist Church, respectively.

The fact remains, however, that weekly magazines which have discarded denominational features while retaining a broad religious spirit have outstripped the rank and file of their former competitors who are still feeding the denominational fires. The *Outlook* is probably the best exponent of successful papers founded upon religious lines which have now become magazines of a more general nature, and the *Outlook*, during January, was surpassed only by the *Saturday Evening Post* in the amount of advertising carried by weeklies.

"The difficulty with our religious contemporaries," says the *Evening Post*, "is that they are denominational in an age which cares very little about sectarian lines. The limited circulation is

evidence of a limited interest in the denomination as such."

MAGAZINE NOTES.

The *Literary Digest* has inaugurated a new automobile department, appearing in the body of the magazine.

Last year the *Ladies' World* guaranteed a regular issue of 400,000 copies, and gave an average of 60,000 per issue over and above what was guaranteed.

Appleton's for February strikes a note of optimism that is refreshing. Hereafter this magazine promises to be interesting without delving into the mud for its material. The February cover is strikingly original.

H. R. Reed, advertising manager of the *Red Book* and *Blue Book* has resigned to enter the weekly magazine field. He is succeeded by R. K. Strassman, for several years advertising manager of the *Chicago Tribune* and more recently engaged in directing various advertising campaigns.

GREEK MEETS GREEK.

MADISON, Wis., Feb. 1, 1908.

Little Schoolmaster:

This advertisement from the Mason City, Ia., *Times-Herald* would indicate that Greek has met Greek.

OTTO KNEY.

To Our Patrons:

DEAR FRIENDS: We take the liberty of telling the people of Mason City that Mr. Gus Skondras, the proprietor of the Olympia has gone to Europe and Greece. He left his nephews, Tom Mogolitsas and James Skondras, to manage the store. We will give the people of Mason City better satisfaction that when Mr. Gus Skondras was here. We will be pleased to have the people trade at the Olympia the same as they did before.

Yours very truly,

Tom Mogolitsas,
James Skondras.

THE ONE BEST INVESTMENT.

PORTLAND, Ore., Jan. 29, 1908.

Editor of PRINTERS' INK:

Enclosed find check for four years' subscription. I consider it the best investment I can make. Ideas produce results, and *PRINTERS' INK* is chuck full of them.

Yours for a prosperous year,

P. E. SULLIVAN,
Publisher *Catholic Sentinel*.

It is the duty of the show-card and price-ticket to attract the attention of the passers-by. Many times they seem to remind one of something he needs or has neglected to purchase. A profitable and inexpensive combination is a show-card that is bright, catchy and convincing.—*Dry Goods Reporter*.

Second Annual Issue Of PRINTERS' INK To Schools.

THE issue of PRINTERS' INK, dated March 4th, will contain articles of an interesting and informing nature upon Educational Advertising. Copies of this issue will be mailed to a list of advertising and non-advertising schools especially compiled for PRINTERS' INK. The intention is to make this number so valuable that it will be preserved for reference.

A large amount of advertising from educational institutions is regularly sought after by many newspapers and periodicals, not chiefly because of the income which it brings, but because of the probability that papers carrying this advertising reach readers of a high grade of intelligence and of a large purchasing power.

Any publication which desires to secure the business of the schools will make no mistake in placing an advertisement in this issue. This is the time of year to tell schools why they need your help in filling the class-rooms next September.

Press Day, Feb. 26, 1908.

There will be no advance in the advertising rates, which are as follows:

Classified advertising: 20 cents a line. Display advertising: \$40 a page; \$20 a half page; \$10 a quarter page; \$3 a inch. If a specified position, selected by the advertiser is allowed, double price is charged for the space used.

Five per cent discount is allowed from these prices if payment accompanies the order and copy.

ADDRESS

PRINTERS' INK,
10 Spruce Street, **New York.**

BUSINESS GOING OUT.

T. Donnelly, 107 Fourth Avenue, New York, is asking rates generally.

Frank Seaman, New York, has secured the Maxwell Automobile account.

Andrews & Coupe, New York, are asking rates on some financial advertising.

The Lesan-Gould Agency, St. Louis, is putting out advertising for J. F. Gregory.

Frank Presbrey Agency, New York, is sending out renewals for the French Line of steamships.

The Agate Advertising Agency, New York, has secured the account of the De Miracle Company.

G. W. Tyler, Boston, Mass., is advertising H. A. Brown, using twenty-eight lines, two times.

The Essex Distilling Company, Cincinnati, Ohio, is doing some advertising in Georgia papers.

Kaufman Bros., Chattanooga, Tenn., are sending out some whiskey copy on a mail-order proposition.

The Marshall Remedy Company, New York, is advertising through Frank Kiernan, New York.

Philo Hay Specialties Co., Newark, N. J., is asking rates generally, in view of enlarging its territory.

The advertising of the Red Dwarf Ink Pencil, New York, is handled by Andrews & Coupe of New York.

E. P. Remington Company, Pittsburgh, making contracts for Foster Wilbur, manufacturer of Kidney Pills.

The Massengale Agency, Atlanta, Ga., is placing copy for the Capudine Chemical Company, of Raleigh, N. C.

Theo. P. Roberts, Chicago, is placing advertising of Sears-Roebuck Company, using variable space thirteen times.

G. M. Savage, Detroit, Mich., is putting out some advertising for J. H. Remick, a musical concern, also of Detroit.

Frank Presbrey Company, New York, is sending out Pinehurst copy, five inches, double column, to papers generally.

G. Powning, New Haven, Conn., is asking rates for Dr. H. C. Bradford, from papers of ten thousand or more circulation.

The Erwin K. Ferrington Company, New York, is placing some financial business in Sunday papers throughout the country.

The Kargon Extracting Company of Cincinnati, Ohio, has changed its name to that of Pate, Thompson & Pate; the business is still placed by the Blaine-Thompson Company of Cincinnati.

The Bankers' and Merchants' Advertising Company, New York, is sending out a number of small classified orders.

Albert Frank & Co., New York, are sending out copy to forty large city papers for the Hamburg-American Line, to be inserted daily and every other day.

Clague-Painter-Jones, Chicago, will handle the account of Chas. Dennehy, also of Chicago, to advertise his Under-roof Rye.

Lord & Thomas, Chicago, are placing advertising for the Thomas Motor Car Company, of Buffalo, in a few of the larger cities.

The American Sports Publishing Company, New York, will advertise the 1908 Base Ball Guide for A. G. Spalding & Bros.

The Co-Operative Post Card Company, New York, is advertising in mail-order papers through Frank Kiernan, New York.

Advertising for the Maycliff Distilling Company, Kansas City, Mo., is going out through H. W. Kastor & Son, also of Kansas City.

Copy for Belmont College is now going out through the Lesan-Gould Agency, of St. Louis, to apply on contracts made last fall.

J. J. Fulton, San Francisco, Cal., is using two hundred inches, two times, Wednesday and Saturday. The business is placed direct.

Albert Frank & Company, New York, is using ten lines, one hundred and fifty six times, three times a week, for the Fabre Steamship Line.

The Agency for Newspaper Advertising, New York, is asking rates on two, four and ten thousand lines, from papers of the Middle West.

The H. I. Ireland Agency, Philadelphia, is sending out copy for the Autocar Company, of Ardmore, Pa., to a few of the larger cities.

N. W. Ayer & Son, Philadelphia, are using two inches, six times a week, every other week, for Thery & Company, Detroit, a seed company.

The Frank Presbrey Company, New York, anticipates sending out some contracts for the Crossett Shoe Company of North Abington, Mass.

Two inches, eighteen times, are being used by the Chicago office of J. Walter Thompson, to advertise the Judson Company, of Judson, Ill.

N. W. Ayers & Son, Philadelphia, are using New England papers for advertising of the Cornell Stocking Corporation, of New Bedford, Mass.

The Walter C. Lewis Company, Boston, Mass., is sending out new thirteen hundred line contracts for advertising Walter M. Lowney Co., Boston, Mass. Copy will not be sent out until next fall, however.

The Chas. H. Fuller Company, Chicago, is putting out seven thousand five hundred line contracts for the Golden Specific Company, of Chicago.

W. A. Reed, Philadelphia, is doing some financial advertising through Albert Frank & Company, New York. Only Philadelphia papers are being used.

A. E. Robinson (Interstate Remedy Company), St. Louis, is using four inches, every other Saturday, till-forbid orders, through Nelson Chesman, of that city.

The Dorland Agency, Atlantic City, N. J., is placing forty-two lines, thirty times, for the Florida East Coast Railway. Copy will be run Tuesday, Thursday, Saturday and Sunday.

Frank Kiernan, New York, is placing some financial advertising for the following concerns: Swazy & Company, New York; J. Campbell Cory, New York, and the Seaboard Commission Company, of Philadelphia.

The Homer W. Hedge Company has closed a number of new accounts in the last two weeks and among them are M. J. Whittall, carpets, Worcester, who will use, to a great extent, women's publications. In addition a contract has been closed with the Fiberoil Company for the advertising of their linen collars and cuffs. Another campaign has been inaugurated for Merck & Company, chemical specialties.

BOOKLETS.

The Kahn Tailoring Company, of Indianapolis, has issued a little style book for the coming spring which is out of the usual tailor-booklet rut. Each page has appropriate ornamentation in green, and contains a drawing of a "real" man in Kahn clothes.

Another Shoe catalogue for the coming spring is sent out by the Ralston Health Shoemakers, of Canajoharie, Mass. In the front of the catalogue, stapled in, is a personally addressed imitation typewritten letter prophesying a brisk spring trade, and then follows the usual descriptions and illustrations of "in stock" patterns.

Park & Tilford, New York, have issued a modest little booklet, done in black, red and gold on a delicately tinted paper, which contains a pretty legend of the origin of the tea herb. The history of tea drinking is briefly dwelt upon, and at the last an account is given of the ability of this fine old house to provide the best teas produced.

M. C. Migel & Co., silk manufacturers of New York, have succeeded in putting out a novelty, as booklets go. It was prepared by the Root Newspaper Agency, and is entitled "What She Wears." The cover is of Japanese stock, as well as the pages within, and the oriental atmosphere is preserved throughout. Accompanying the booklet are six panels illustrating gowns made

of Migel silks. On the backs of these are everyday bits of advice for woman-kind, intermingled with suggestions upon the employment of silk as wearing apparel.

The Eclipse Electrotyping and Engraving Co., Cleveland, have an informing booklet upon the "metzograph" process of illustration, which this company introduced into this country from Germany. For work of certain character, set forth in the booklet, it would seem that the metzograph process excels half-tones, and advertisers would do well to make a study of their comparative merits.

A booklet which admirably illustrates the uniformly high character of the printing and engraving of the McFarland Publicity Service of Harrisburg, Pa., is the "Flower Girl," issued by Heller Brothers, of Newcastle, Indiana, as a catalogue for their nursery. The color printing upon the cover of this booklet is but rarely equalled on this side of the Atlantic.

Unless one knows a great deal about Camp Wildwood, he is not likely to gather much information about it from the booklet recently issued by the Director, Sumner R. Hooper, of Morrisstown, N. J. The illustrations tell the larger share of the story, and these lose in value because they are printed in green. Half-tones, especially if they are small and contain plenty of detail, show up better in black ink.

C. Arthur Sabine, advertising manager of the Charles A. Eaton Company, Brockton, Mass., has issued the spring catalogue for the James Means Shoes. The booklet is printed in brown upon a lighter brown paper, while the same color scheme is utilized in the cover stock. It is unusual for a shoe catalogue to have the illustrations in anything but black, but the present departure from precedent is not unpleasing.

George Borgfeldt & Company, importers and wholesalers of New York, have issued a dignified announcement to the trade for the present year, in the form of a booklet of eight pages and cover. The main features of the booklet consists of illustrations of the company's depots in various parts of the world together with the smaller buildings formerly occupied. The printing is in black upon straw-colored panels.

"Lifting Magnets and Recent Improvements in Them" is the title of a little booklet just issued by the Cutler-Hammer Clutch Co., of Milwaukee. The subject matter originally appeared in *Cassier's Magazine* for October, 1907. The booklet, which is printed in the form of a miniature magazine, traces briefly the development of the lifting magnet, illustrates the different kinds of magnets used for handling pig iron, metal plates and other classes of material and explains, by an easily understood analogy, how the magnetic "lines of force" support weights ranging from and to ten tons.

Success Magazine

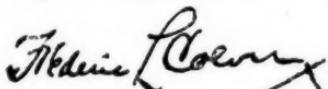
A Periodical of American Life

New York

To us the recent "money panic" developed this condition: a very large percentage of the advertisers who temporarily discontinued advertising belong to the class known as *publicity advertisers*; those who trace results by direct mail orders, and who *know absolutely when advertising pays*, held fast and are still with "Success Magazine." Many of this class have increased the size of their copy, and several large concerns have started new campaigns with bigger copy.

The majority of the readers of "Success Magazine" are "with funds," and are ready to take advantage of advertising offers.

Why curtail your efforts now?



Advertising Director

1908 McKittrick's Directory of Advertisers

McKittrick's Directory of Advertisers for 1908 is now ready. It is the best edition that has yet appeared and contains over 12,000 prominent general advertisers scattered all over the country. Quarterly supplements are issued. It has a complete list of Automobile Manufacturers and dealers in Automobile Accessories in the United States. Also a list of about 2,000 trade-mark articles and also one of the general Advertising Agents.

Above all the Directory gives the name of the man in each concern who hands out the contracts for advertising and the agency through whom the business is placed.

All information is obtained by personal call on each advertiser. Send for prospectus.

George McKittrick & Company

108 Fulton Street, New York, N. Y.

THE OBJECT OF ADVERTISING IS TO SELL GOODS.

A says, "To sell goods I must create public sentiment in favor of the article advertised and therefore I must have large circulation, in other words quantity."

B says, "To sell goods I must reach directly the greatest number of possible buyers and must therefore have quality."

For some articles the large circulation does no doubt contain the largest number of possible purchasers, but there are all kinds of circulation and all kinds of articles, and the two should be in harmony.

For many kinds of articles LIFE's circulation offers the smallest amount of waste. LIFE's readers can appreciate quality (from automobiles to soap), otherwise they would not appreciate LIFE and pay \$5.00 per year for its weekly visits.

During 1907 LIFE carried over 240,000 agate lines of net advertising—an average of more than eighty-nine magazine pages per month. In that list you might find some advertisers who desire not only quality of circulation but quantity also. Their presence in LIFE is due to the fact that each copy of LIFE has so many readers; that these readers are the influential people in their communities; that nearly every page contains reading or illustration so that no page escapes attention.

JOSIAH JUDSON HAZEN,

Advertising Manager,

17 West 31st St.,
New York City.

THE STORY OF VAN DYK.

HOW ADVERTISING IN NEWSPAPERS

AND GIVING AWAY SOUVENIRS
INCREASED BUSINESS FROM ONE
RETAIL TEA AND COFFEE STORE
TO SIXTY IN SEVEN YEARS.

Tea and coffee at retail do not seem to be advertised to any great extent, that is exclusively, or by exclusive dealers in these necessities. It is true that grocers who use newspaper space devote more or less of it to tea and coffee, along with their various other goods, but the exclusive dealer is almost unknown as a regular advertiser. The James Van Dyk Company is an exception, and the following account of the advertising methods is not only interesting, on that account, but it should particularly appeal to the small dealer who is advertising occasionally in a small way, or not at all. To be sure, this firm is not a small concern but it was a small retail store when it first entered the field, a few years ago; so the fact that it had been established many years, as wholesalers, does not enter into the argument.

About seven years ago the firm was merged into a corporation under the name of James Van Dyk Co.; one retail store was opened and advertising in the newspapers was begun in a small way. At present there are retail stores scattered all over Greater New York, and in surrounding territory, even as far as Lynn, Mass. There are an aggregate of sixty stores in twenty towns, necessitating the employment of about three hundred clerks and over one hundred delivery wagons; and C. D. Bernsee, the advertising manager, from whom the information contained in this article was secured, said it was due to advertising.

The firm sells, besides tea and coffee, cocoa, extracts and spices. All the stores have the same general appearance to the observer, and the pedestrian cannot fail to notice them, if he is even slightly observant, for they all have red

fronts, the same kinds of signs and about the same kind of window displays.

Newspaper space and free souvenirs constitute about the whole of the advertising, so far as variety is concerned. No souvenir that is useful is given away if it can be avoided, although sometimes this rule is infringed upon, as in the case of wooden circular boxes containing a pen-holder, pens and pencils, which were distributed just before schools opened last September. The useful article is the one usually sought by retailers as souvenirs, but the Van Dyk people have a horror of the "premium" system in vogue so long with most tea stores—the venerable cup and saucer scheme, for instance—and try to make the dividing line between it and their system as distinct as possible. Trading stamps, the "guess-the-number-of-beans-in-the-jar" scheme, and all others, are avoided as one avoids a plague. The souvenirs are usually given away just before holidays and special occasions: such as New Year's, Fourth of July, Thanksgiving, Christmas, and also when trade seems in special need of being stirred up. Invariably after distributing souvenirs, sales increase to a remarkable extent. In this connection Mr. Bernsee advanced an argument that seemed particularly good and evidenced careful thought and a deal of common sense. It was that souvenirs were not given away for the sole purpose of creating new customers, but fully as much for the purpose of cementing pleasant relations with present customers and holding their trade. These two points are almost equally important in advertising, but a lot of advertisers do not seem to realize it. Many advertisers, both big and little, spend money and effort in advertising for the sole purpose of getting new customers into their stores, apparently, while their system and organization of sales departments are so imperfect that they are constantly losing former patrons, and are even unable to please the

new ones who call in response to the ads.

Just previous to Thanksgiving the souvenir was a miniature pumpkin. It was about the size of an ordinary orange, and was made of metal with a yellow body and a green stem. The stem served as a handle, for the pumpkin was really a box that could be used for hair-pins, change, collar buttons or what not. Last Fourth of July balloons attached to sticks were given out; and in the past such gifts as fans, small savings banks, pretty lithographed door panels and similar articles have been distributed. The name of the firm is, of course, on them but always in small printing and in an unobtrusive position. Remembering that most of the souvenirs were children's articles Mr. Bernsee was asked if they were selected with a special view to this end and stated that they were. The theory is that if the children are pleased the parents are pretty sure to be pleased, and then again, a better low-priced article can be bought suitable for a child than can be bought with the same sum for an adult. Most of the souvenirs are imported, many of them being made in Germany and some in Japan, France and other countries. They are all made to order and many of them are of exclusive designs. A lot of souvenirs sufficiently large to supply the various stores costs from \$4.000 to \$5,000.

The firm places its advertising direct. Compared with the carefully planned systems of many advertisers it would seem that the James Van Dyk Company goes on particularly go-as-you-please lines; but it seems to be making out pretty well. The advertising manager has no appropriation, going into the papers or staying out as the fancy seizes him, or the condition of the business seems to warrant. Unlike nearly all other advertisers, who spend many thousands of dollars a year in newspapers, they have not, nor never had, booklets, pamphlets or similar auxiliary literature with

which to follow up their general advertising. Neither have they made any special effort to build up a mail-order department. Mr. Bernsee said that very soon they would go into booklets, and as soon as more commodious quarters are secured the matter of mail-order advertising will be taken up. The firm is in an out-of-the-way part of New York, in a building it has occupied for generations, and it is now disposing of about all the goods it can produce. This statement may seem strange, especially to the non-advertising retailer in tea and coffee, but the quantity sold in sixty well-established and well-advertised stores must aggregate an immense output every month.

As the firm advertises irregularly, so the size of the ads are irregular, running all the way from two inches single column to six inches triple column. A number of papers in every town where there is a branch store are used, and while all do not get the same size copy it is all about the same copy;—that is, the wording is about the same in all the ads. This results, sometimes, in congestion when a five-inch double column ad is boiled down to a three-inch single column. The number of daily papers used is about fifty.

The store management is excellent. All the clerks are carefully selected and are thoroughly trained before they are allowed to act as salesmen. And this is of more importance than many storekeepers seem to realize.

All the salesmen, clerks, helpers and other employees are hired by one man and are under his direct supervision. "Everything is done here," said Mr. Bernsee. "No 307 Water street is the main-spring and Mr. Van Dyk is the hair-spring."

New stores are being added to the chain at the rate of about one a month. ◆◆◆

THE really successful merchant is a good listener. It is a thousand times better to bite at a good suggestion and put your own finishing touches on than to keep hammering away hopelessly, in the attempt to be the founder of something original.—*Hardware Trade*.

**CALIFORNIA.**

Oakland.....Enquirer.

COLORADO.

Denver.....Post.

CONNECTICUT.

Bridgeport.....Morning Telegram and Union.

DISTRICT OF COLUMBIA.

Washington.....Evening Star.

GEORGIA.

Augusta.....Chronicle.

ILLINOIS.

Chicago.....Daily News.
 Chicago.....Tribune.
 Chicago.....Record-Herald.
 Chicago.....Examiner.
 Decatur.....Daily Review.
 Decatur.....Herald.
 Peoria.....Star.
 Peoria.....Journal.

INDIANA.

Crawfordsville.....Journal.
 Indianapolis.....News.
 Indianapolis.....Star.
 Richmond.....Evening Item.
 Terre Haute.....Tribune.

IOWA.

Des Moines.....Successful Farming.
 Sioux City.....Tribune.

KANSAS.

Topeka.....Capital.

MARYLAND.

Baltimore.....News.

MASSACHUSETTS.

Boston.....Globe.
 Boston.....Post.
 Brockton.....Enterprise.

MICHIGAN.

Jackson.....Citizen-Press.
 Jackson.....Morning Patriot.

MINNESOTA.

Minneapolis.....Journal.
 Minneapolis.....Tribune.
 Minneapolis.....Farm, Stock and Home.
 Minneapolis.....Svenska Amerikanska
 Posten.
 St. Paul.....Pioneer Press.

MISSOURI.

Kansas City.....Star.

NEBRASKA.

Lincoln.....Daily Star.
 Lincoln.....State Journal and
 Evening News.

NEW JERSEY.

Red Bank.....Register.

NEW YORK.

Brooklyn.....Standard Union.
 Buffalo.....Evening News.
 Mount Vernon.....Argus.
 New York City.....Printers' Ink.
 Troy.....Record.

OHIO.

Akron.....Beacon Journal.

OREGON.

Portland.....Journal.

PENNSYLVANIA.

Erie.....Times.
 Philadelphia.....Bulletin.
 Philadelphia.....Press.
 Philadelphia.....Record.
 Philadelphia.....Farm Journal.
 Pittsburgh.....Post.
 West Chester.....Local News.

RHODE ISLAND.

Providence.....Bulletin.
 Providence.....Tribune.

SOUTH CAROLINA.

Columbia.....State.

TENNESSEE.

Chattanooga.....News.
 Knoxville.....Journal and Tribune.
 Nashville.....Banner.

WASHINGTON.

Seattle.....Post-Intelligencer.
 Seattle.....Times.

WISCONSIN.

Milwaukee.....Journal.
 Racine.....Wisconsin Agriculturist.

CANADA.

Montreal.....Star.
 Montreal.....La Presse.
 Toronto.....Mail and Empire.
 Victoria.....Colonist.

COMMERCIAL ART CRITICISM

By GEORGE ETHEridge, 41 Union Square, N. Y.
Readers of Printers' Ink will Receive Free of Charge
Criticism of Commercial Art Matter Sent to Mr. Ethridge

The amount of space which the illustration of an advertisement should occupy depends upon many things, and one of these is the adaptability of the article advertised to illustration which will make its character or uses plain.

If you are advertising a fertilizer concerning which there are many things to be said, it is best to give most of the space to the text, as no illustration can

**ONE ROOM
OR A DOZEN**
As Occasion Demands.
That's Precisely What

WILSON'S ROLLING PARTITIONS



Provide. They transform the main floor into separate rooms and back again to the former in a moment's time. Leaves open space or makes sound-proof class rooms. Illustrated pamphlet free if you mention the RECORD OF CHRISTIAN WORK.

JAS. G. WILSON MFG. CO.
7 West 29th Street, NEW YORK.

No. 1.

show conclusively either the character of your product or (convincingly) what it will do.

But in the case of an article like rolling partitions, which are described in the advertisement marked No. 1, the illustration can show in a manner which speaks almost louder than words just what the partitions are for, what they are like and how they work.

For this reason it is not good judgment to use a little, indistinct, complicated picture, but rather to give the illustration

lots of room in which to exert its usefulness. No. 2 does this and

WILSON'S ROLLING PARTITIONS



No. 2.

still leaves as much room for text as does the original.

* * *

This Bon Ami magazine advertisement at least shows the package in good shape, so that the



housewife may recognize it when she sees it on the grocery shelf.

It also tells in the fewest possible words what Bon Ami does, and although the arrangement is

somewhat peculiar, and although it leaves a great deal to the imagination, still it may be, and probably is, more useful than it would be if the entire space were closely packed with words.

Another merit which should not be overlooked is that this piece of copy does not impart the thrilling information that Bon Ami "hasn't scratched yet." This is not only a change but a relief.

* * *

It will be observed that this peculiar looking advertisement of Bakers' Publicity Company advertises "Teddy Bear Bread." The original advertisement was $7\frac{1}{2}$ by 10 inches in size. Half of this space, or $7\frac{1}{2}$ by 5 inches, is devoted to the unusual barred effect, which is one of the most striking features of the advertisement.

If any curious individual should

Get the Exclusive License
To Bake This Popular
New Loaf in Your City

We furnish Formula, Labels, Pins and
all necessary advertising material, and we
will plan a campaign for you that will ensure
success.

Particulars for the
making

DOESN'T
SILK?

Teddy Bear" Bread

Trade-Mark Registered in U. S. Patent Office

BAKERS' PUBLICITY COMPANY

36 New Haven City Building

Patent Office, Mass.

1000



Don't take chances with men because they are cheap. You can't afford to keep any more high-grade clerks than you need, neither can you afford to use inexperienced ones.—Dry Goods Reporter.

inquire what the lower half of this advertisement is for, he is hereby authoritatively informed that it is a cage in which to confine the Teddy Bear while he eats his bread.

* * *

The E. K. B. garter was, as we are advised by this advertisement, designed by a woman, and it is to be assumed that it is for the use of women, as the dim background of the illustration employed seems to be made up of distinctly feminine frills and flounces. This

deduction seems to be about all that a careful examination of this picture yields.

Such an illustration is almost useless for an advertisement of this kind. The picture of a garter, or anything of that nature, should show how it works, and nothing can do this as well as a clean-cut, simple line drawing. A

**E. K. B.
GARTER**

DESIGNED BY A WOMAN
to overcome the many little annoying
features of other makes. Webbing comes
between the wearer and all metal parts.
THREE POINTS OF EXCELLENCE

Quick - Acting, Sure
Fastening Corset Clasp.
Easily attached or detached. Cannot unfasten.

Patent Cast Off,
Makes it unnecessary to
remove clasps from hose.
Quick and convenient.

Webb Protected
Clasps.
Will not tear stocking.

Prices : MERCERIZED WEBB, 25c.
SILK WEBB, 30c.
Money will be refunded IMMEDIATELY
upon return of Garter if found unsatisfactory.

Silk Pair Free to anyone sending us orders
MERCERIZED pair free for orders for 6 pairs
mercerized and \$1.50.

E. K. B. GARTER CO.
22 HANOVER ST. - BOSTON, MASS.



line drawing will print anywhere, and at the same time it gives the advertiser a permissible opportunity to enlarge or slightly exaggerate those parts upon which he claims superiority.

It is not meant by this that it is permissible to deceive the public as to the character of the device, but merely to so display it as to accentuate the points to which it is desired to attract attention. This cannot be done in a half-tone cut made from a photograph of the article itself.

Don't take chances with men because they are cheap. You can't afford to keep any more high-grade clerks than you need, neither can you afford to use inexperienced ones.—Dry Goods Reporter.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (20 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

A GENTS wanted to sell old novelties; 25% com. 3 samples, 10c. J. C. KENYON, Owego, N.Y.

ILLUSTRATED FAIR SERVICE for dailies! Page mats or any way to suit. ASSOCIATED FAIR PRESS, 12 Dearborn St., Chicago.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WE WANT REPORTERS, with experience, news sense and good appearance. Pay, \$12 to \$18. Also want linotype operators and cylinder pressmen. Booklet No. 7 is free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

PUBLISHING, Mercantile, Manufacturing. We serve 25,000 employers. Many opportunities for men with advertising experience or ability. Write fully as to experience and location desired. HALGOODS, 366 Broadway, New York, or 1010 Hartford Building, Chicago.

EXPERIENCED ADVERTISING MAN

wants a larger opportunity. Competent to take entire charge of an advertising campaign in an agency or office of manufacturer. Twenty years' experience. Preters location in Boston or New England. Address "M. L." care Printers' Ink, 10 Spruce Street, New York.

YOUNG MEN AND WOMEN of ability who seek positions as managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$3,000, and any number earn \$1,500. The best educated man in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 768 Metropolitan Annex, New York.

Experienced Advertising Man Wants to Change Position Between Now and May 1st.

Experienced as writer and manager; now with a large mail-order house. Can plan intelligently, direct campaigns, prepare result-bringing booklets and circulars, make up catalogs, and write good letters. Familiar with follow-up systems. Makes no pretension to brilliance but is an honest worker. Industrious, sober, and conscientious. Four years in present position. Three years in position preceding. Good references. Age, 38; married. Will work for \$2.60 (present salary) until he has shown that he is worth more. Mail-order or manufacturing business preferred.

Address "TEALMAN," care Printers' Ink.

Keep Tab

How long does the ordinary two-piece tip on your guide cards last? Doesn't it always give out at the top? These one-piece

Celluloid Tipped Guide Cards

protect the top of the tab where the wear comes and more than double the usefulness of the card. Never crack or curl—in all colors, printed or plain.

Ask your dealer for the one-piece tip or write direct for samples to

STANDARD INDEX CARD CO.
701-709 Arch St. Philadelphia, Pa.

"**A**DVERTISERS' MAGAZINE" should be read by every advertiser and mail-order dealer. Best "Ad School" in existence. Trial subscription, the sample copy free. ADVERTISERS' MAGAZINE, 818 Grand, Kansas City, Mo.

EXPERIENCE

in department-store or agency work in New York is wanted by a young man who is interested in advertising as a profession, and desires to learn it from the ground up. High-school education, advanced student in course of the I. C. Schools, ambitious, and a conscientious worker. Let me call on you

Address "D. S.," care Printers' Ink.

ADVERTISING MANAGER,

now employed by big mail-order house,

YOUNG!
HUSTLER!!
WIDEAWAKE!!
AMBITIOUS!!
PRACTICAL!!

with successful advertising record, wide knowledge of business systems and selling methods, is looking for an

O-P-P-O-R-T-U-N-I-T-Y

to connect with a first-class concern. I am both a salesman and an advertiser. I have "drummed the trade," and I can put into print the same clear, forcible language that your salesmen use in the field—maybe I can find some new selling points.

I'll study your business from a salesman's point of view with my advertising knowledge and get \$8 results.

SEE ME!

I may be just the man you need, and if I am, it won't take a bank president's salary to get me. "H. D.," care Printers' Ink.

PRINTERS' INK.

WANTED — Experienced Sales Manager of ability for a large Al Established, Progressive Eastern Mail Order House. Must be good business letter writer and have good knowledge of advertising and follow-up systems. Salary to start, \$25 per week and a percentage of profits. Give age, experience and references. Address "M." care Printers' Ink.

FOR SALE.

LARGEST JOB PLANT in city of 40,000, doing \$15,000 a month, for sale on account of death of owner. Five thousand dollars cash; balance on easy terms. Address H. S. JEWELL, Springfield, Mo.

INVENTOR of six of the best agency, mail-order and general trade articles in the U. S. will sell or exchange secret process and exclusive right for manufacturing. You better investigate this. T. J. KICE & CO., Hamtramck, Mich.

86,000 CASH WILL SECURE two thirds interest in \$15,000 newspaper and job printing business in New England city of over 10,000 people. Balance deferred. Owner ready to retain part interest. Up-to-date equipment. All communications confidential. NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

COIN MAILER.

\$2.60 PER 1,000. For 6 coins \$3. Any printing. ACME COIN CARRIER CO., Burlington, Ia.

ADVERTISING NOVELTIES.

EVERY conceivable kind, from all manufacturers. E. W. FRENCH CO., 1 Beekman St., opposite Postoffice, New York.

WALL CALENDARS.

PRINTERS and STATIONERS who are selling Wall Calendars write to us for our 1909 Calendar Samples, which cost us over \$6, and which we will send to the trade (to those who mean business) for \$2.75. Our line contains about 200 selected designs and our prices are 25 per cent lower than any house ever offered. We want one printer in each town, who can do the business, and will make him a special offer. State amount of business done last year. PENN CARD AND PAPER CO., 14 N. 6th, Philadelphia, Pa.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost manufacturers and well-known dealers in the kindest lines. 500-page list, price illustrated catalogue. (G.G.) Greatest book of its kind. Published annually. 36th issue now ready; free. S. F. LEYERS CO., 47w. and 49 Maiden Lane, N. Y.

PATENTS.

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. H. LACEY, Washington, D. C. Estab. 1869.

SUPPLIES.

BERNARD'S Cold Water Paste is being used on all advertising wagons traveling throughout the U. S. advertising Kendall's Spain Cure. 50-pound box costs \$5.00, makes two barrels paste. BERNARD'S PASTE DEPARTMENT, Rectory Building, Chicago.

BOOKLETS.

BANKERS. We have a booklet for Banks that should interest every Bank President and Cashier. They cost: \$500; \$20; 1,000; \$1,500; \$30; 2,000; \$50; 2,500; \$40; 5,000; \$65. Free sample to Banks only. Printers' Ink Press, 45 Rose Street, New York.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

THE MAN WHO WILL

IS THE MAN WHO CAN

THADDEUS DAVIDS CO., 127 William St. New York. ESTABLISHED 1825.

HALFTONES.

WRITE for samples and prices. STANDARD ENGRAVING CO., 560 7th Ave., New York.

NEWSPAPER HALFTONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order.

SEND for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALFTONE or line productions, 10 square inches or smaller, delivered prepaid. 75c.; \$ or more. 50c. each. Case with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

ADVERTISING MEDIA.

THE best 6,000-town daily on this earth is the Troy (Ohio) RECORD—prints more local news than any other—that makes it best. Carries more "Wants" than any other. Only small town daily published that is successful without a weekly edition. Job printing department or political "pap" as boosters. It has neither. Moral: It has all the circulation it claims to have.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

PRINTING.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads; factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 98 Cuba, N. Y.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

I. L. DO WDEN AGENCY, Kingston, Jamaica. All kinds of advertising.

THE IRELAND ADVERTISING AGENCY, 1029 Tribune Building, New York, 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broad-way (opp. P. O.), New York. Ads in the TRADE JOURNALS our specialty. Benj. R. Western, Propr. Est. 1877. Booklet.

INDEX CARDS.

INDEX CARDS for all Cabinets. Get our prices and samples. THE BLAIR PRINTING CO., 912 Elm Street, Cincinnati, Ohio.

PUBLISHING BUSINESS OPPORTUNITIES.

TRADE PAPERS—Class Papers—Magazines.

Now is a good time to buy.

Prices are right, so are terms.

From \$5,000 to \$50,000.

Our advice about buying is

DO IT NOW.

Call, write or phone your desires.

EMERSON P. HARIS,

Broker in Publishing Property,

233 Broadway, New York.

PAPER.

BASSETT & SUTPHIN, 62 Lafayette St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

send \$1 for Davids' Practical Letterer, complete instructions in Commercial Lettering with brush or pen; practical hints on photo-engraving and designing; do good show card work. This book contains much information of great value to advertisers.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

W. H. MORLEY,
Advertising,
510 Commonwealth Trust Bldg.
St. Louis, Mo.

Editor Ready Made Department:

DEAR SIR—I am mailing under separate cover a series of blotters and two letters on which I would like your frank criticism.

This data was sent to small retail advertisers in this city (one piece every other day) in the order as numbered.

I will appreciate your comments very much, for I have to admit that much of my knowledge in advertising was gleaned from PRINTERS' INK.

Yours very truly,
(Signed) W. H. MORLEY.

The letters and blotters—twelve pieces altogether—have the same general purpose, which is to secure permission to submit specimen ads without charge, and thus "show the goods" before any arrangement is made for the service. As Mr. Morley says, these mail pieces were sent to small retail advertisers, those most likely to insist on being "shown" before committing themselves, and it seems to me that the scheme was well adapted to its purpose, for it could hardly fail to inspire confidence. The first five pieces to be mailed (blotters) read as follows:

"SHOW ME."

Every shrewd business man wants to see the goods before spending his money. If you feel that way regarding your Newspaper and General Advertising—and you should—I shall be pleased to prepare some convincing copy and ideas for your particular business, without obligating you in any way. A letter will bring me to your store at any time.

W. H. MORLEY,
Advertising,
510 Commonwealth Trust Building,
St. Louis, Mo.

CONFIDENCE.

You are continually inviting the public to your store, believing that the quality of merchandise displayed on your counters will fully justify the prices you quote. That's all I ask—to submit a few Newspaper Advertisements and ideas, adapted to your particular business, to prove that my services are fully worth the few dollars I

ask. May I do so—simply request me by mail.

W. H. MORLEY,
Advertising,
510 Commonwealth Trust Building,
St. Louis, Mo.

WHAT I DO.

I write Newspaper Advertisements, Booklets, Folders, Follow-up and Circular Letters for retail advertisers, at a nominal weekly charge. I never try to be "funny" or employ hair-raising stunts to catch the curious. I simply tell the public about your merchandise and business in a strong, terse, convincing way and then—quit. May I demonstrate my ability by getting up some advertising data for your business, at my expense? If so, write me.

W. H. MORLEY,
Advertising,
510 Commonwealth Trust Building,
St. Louis, Mo.

CONVINCING THE PUBLIC.

If your Goods are right, and your Prices are right, and your Salesmen up-to-date; wouldn't it pay you to convince the public of these facts by strong, persistent advertising? Drawing people to your store is my business. Will you give me an opportunity to submit a few strong, convincing advertisements to prove to you that I know my business? No expense whatever—simply write me.

W. H. MORLEY,
Advertising,
510 Commonwealth Trust Building,
St. Louis, Mo.

FROM \$10 TO \$15 PER WEEK.

That's all my services cost you—just the salary of an inexperienced Salesman. Suppose you put me on your pay roll for 6 or 8 weeks, to prove that I can "make good." For a certain weekly salary—to be mutually agreed upon—I will prepare your newspaper ads, suggest illustrations, write up your Folders, Booklets, follow-up letters, etc. When that trial expires there is no question in my mind that I will get on your permanent pay-roll. When may I call to talk this matter over with you?

W. H. MORLEY,
Advertising,
510 Commonwealth Trust Building,
St. Louis, Mo.

It will be noted that in the fifth piece, Mr. Morley gives a fairly definite idea as to the cost of the service, which is also a good idea. Then, in the sixth piece (the letter here reprinted) he

makes a telling point for advertising as a means for keeping busy the high-priced clerks who are actually earning only when they are selling:

DEAR SIR—There are many merchants in St. Louis who consider no salary too high to secure a "cracker-jack" salesman.

And if you walk down Olive street and glance at some of the stores, you'll find many of the salesmen gazing through the door ready to pounce upon anyone who chances to look in their direction.

"Cracker-jack" salesmen—no customers.

That's a sorry state of affairs—sorry because it is true.

And wherever you see these idle salesmen, you'll generally find that those stores are very poorly advertised—have no convincing or persistent "get up" in their methods of publicity.

Which leads me up to the subject that if your salesmen are often idle—if your advertising is not what it should be, I would like to prepare a few newspaper ads for your business, which would give you mighty good reasons for putting me on your payroll.

May I do so at my own expense? You needn't accept them unless you are perfectly satisfied.

Yours very truly,

This is followed by another blotter, calling attention to the neglected mailing list:

A VALUABLE ASSET.

You've probably got 1,000 names (or more) of customers who have ordered from you during the past year or so. Instead of waiting for these people to order again, why not send them an occasional Booklet, Folder, Letter—in fact any* form of advertising literature, featuring some special line that might possibly interest them. Doesn't cost much—it pays handsomely. I write and design crisp, convincing, made-for-the-busy-man kind of advertising data, at small cost, and print same for you at strictly commercial prices. Let's put our heads together for a big 1908 boost.

W. H. MORLEY,
Advertising,
510 Commonwealth Trust Building,
St. Louis, Mo.

And, after three more ink-absorbers, each bearing a sensible talk about the service, the twelfth piece, a letter as reprinted below, was sent, enclosing a reply card on which to make an appointment:

DEAR SIR—Wherever you see a genuine free trial offer attached to any

advertised article, that article will have merit.

Note that I emphasize the *genuine*—where the advertiser without reservation or condition except an honest desire on your part to buy if satisfied—says to you, "Here are my goods—try them—if not satisfactory, return them at my expense—if they are all I claim and what you want, send me the price."

In almost every such case that article will be found to have merit.

On exactly the same conditions I am willing to prepare a few newspaper advertisements for your business—or a booklet, folder, or any piece of literature—with the view of convincing you that I have sufficient "get up" about me to handle your store advertising in a thoroughly capable manner.

If the work I present convinces you that I am the right man for the place, I shall expect to handle your newspaper and general advertising just as long as I make good.

If my work does not strike you favorably—negotiations cease and that's the end of it.

Now that's a straightforward offer.

All I ask is a straightforward reply on the enclosed postal card.

Yours very truly,

A Question That is Pretty Sure to Stop Those Who Have Been Abroad.
From the Philadelphia Bulletin.

Been Abroad?

You've no doubt a collection of photographs of the principal points of interest you've seen. Why not have them framed?

We frame artistically and economically.

SCHEIBAL'S,
Art Shop,
18 N. 9th St.,
Philadelphia, Pa.

The Whole Story—Except Price—Quickly Told. From the Buffalo Evening News.

Exercise Economy By Using Coke— The Smokeless Fuel

It costs one-third less than coal, kindles so easily that a fire need be maintained only when it is wanted and burns freely to ashes, making no smoke, soot or smell. It is lighter and cleaner to handle than coal. Try it and be convinced.

BUFFALO GAS CO.,
249 W. Genesee St.,
186-188 Main St.,
Buffalo, N. Y.

"DAILY LOCAL NEWS,"
Has the Largest Circulation of the
Inland Dailies of Pennsylvania.
106 S. High Street,
WEST CHESTER, Pa.

Editor Ready Made Department:

DEAR SIR—I enclose an advertisement of a bakery in West Chester, which was written by me and inserted in the *Daily Local News*, of Jan. 18, 1908. It sold 18 quarts of the advertised ice cream at 50 cents per quart; the space occupied was 2 inches, double column, at our flat rate 36 cents per inch; \$1.44 for the one time. I think this is a paying ad. I would like you to reproduce it in your Ready Made Advertising Department, if you think it O.K. and also tell me just exactly what you think of it.

(Signed) W. D. HODGSON,
Adv. Representative of *Daily Local News*.

It seems to me that this series

sonable to suppose that some possible customers would assume that the price was too high for them, and would not even ask the price from the fear of finding it so, where, if it had been printed they would readily have paid it. This may sound theoretical, but it will work out that way in many cases. Ask some of your friends if they haven't been up against just such experiences. Here is the ad—just a plain, unassuming sort of an ad which forced the ice cream portion to work harder, by mixing in that line about bread, in bold type at the bottom. That should have been left out entirely or set in a plain body letter instead of a job face:

Strawberry Ice Cream

BENKENDORF'S, ¹²¹ WEST
GAY STREET

Both 'Phones—D. & A., 540X; Chester County, 258.

Almost Every One Is Eating Rye Bread. Are You?

THE DURHAM LIGHT AND POWER
COMPANY,

DURHAM, N. C.

Editor Ready Made Department:

DEAR SIR—I would like your criticism of the enclosed ads through your department of Ready Made advertisements.

We are contemplating a very extensive new business campaign the coming spring, and of course will use the newspapers liberally.

The ads enclosed are some of the many we run during the past summer. They were all written hurriedly and no doubt could be greatly improved if more time were taken for proper display and lay-out.

As I am a subscriber to your paper—PRINTERS' INK—I trust I am not asking too much by sending the enclosed ads for criticism.

I cannot refrain from mentioning the fact that I think PRINTERS' INK is one of the best—if not the best paper devoted to advertising—I have ever had the pleasure of reading, and

should have brought very satisfactory results, but Mr. Morley fails to inform us as to this—the best test.

I have no idea what it should cost to sell ice cream by advertising, but eight cents per quart would seem to be a reasonable figure. I am not sure that it is a low one, however, for it is nearly one sixth of the price of the cream. I believe that this is another case where the printing of the price would have helped. "Fresh strawberries" sounds high-priced in the winter, whether they are or not, and not everybody would stop to think how far a quart of strawberries will go in flavoring and coloring ice cream. Therefore, it is rea-

I consider myself fortunate in being a subscriber.

I am, yours very truly,
(Signed) A. L. CHUMLEY,
Commercial Department.

They are all pretty bad, in display at least; solid lines of big caps; first a line of Post and then one of DeVinne, with shorter lines of various other bold faces, produce anything but a pleasing effect. Then, again, there is too much repetition. Saying a thing over in an adjoining paragraph, in exactly the same words and type, fails to add any particular emphasis and is hardly worth doing just for the sake of a "balance," which appears to have been the purpose in this ad. Though it occupied just half of a newspaper page, this ad says not a word about the advantages of the gas range, but repeats the price (which is but a small part of the gas range argument) three times:

COOK WITH GAS!
Cool, Clean, Convenient, Economical!
No Dirt, No Ashes!
No Worry About the Servant Not
Appearing in the Morning!

COOKING LECTURES
Monday, Wednesday and Friday
Four-Thirty O'Clock in the Afternoon!

MENU:
Monday, August 5—Broiled Steak,
Vienna Potatoes, Southern Biscuit,
Lemon Queen Cake.
Wednesday, August 7—Home-made
Bread, Vienna Rolls, Snowballs, Fruit
Sauce, Cheese Puffs.
Friday, August 9—Broiled Blue
Fish, with Hollandaise Sauce, Quick
Muffins, Sunshine Cake.
Everything Cooked on Gas Range,
And Served to Those Present.

WILL SELL RANGE AT COST!
AND MAKE ALL CONNECTIONS
FREE!

Gas Range Will Be Given Away Next
Friday Afternoon. Ladies Will
Receive Tickets at Demon-
stration.

DURHAM LIGHT AND POWER
COMPANY.

COOK — WITH — GAS!

Another page, however, makes a better job of the price matter by printing three different prices, with corresponding cuts, and a list of 120 people who have in-

COOK & WITH & GAS!

THIS IS THE LAST WEEK

OF THE EXTRAORDINARY

Low Prices on Gas Ranges!

This Range placed in your kitchen **THIS WEEK.**

\$14.00.



This Range placed in your kitchen **THIS WEEK**

\$14.00.

Think of It!

You can have Range all ready for use placed in your kitchen for **Fourteen Dollars.**

Think of It!

COOK - WITH - GAS!

Durham Light and Power Co.

One of the full page ads, reprinted here without its spread-eagle and confusing display goes to the other extreme and talks everything but price; the words "at cost" having little real significance to the average buyer:

stalled gas ranges "during the past month" (August, 1907). All the ads have an "open," easy-to-read appearance, but they sprawl so that they do not invite the eye or make that happy first impression which so often sticks and helps.

BUSINESS COUNSEL AND ADVERTISING.

CLEAR YOUR STOCKS NOW.

January and February are the most propitious months to clear your stocks of all undesirable merchandise. No doubt there's lots of goods on your shelves that have rested there for months. Clear it all out now even if you must reduce your profit 2, 3, 4 or 5 cents.

Turn your stock as often as possible to have the best showing on your books. Monday is the most favorable day to start a sale; and at this time of the year, two, three or even four, sales can be successfully carried out.

Many stores at the present time are successfully carrying on simultaneously a "Mid-Winter Clothing Sale," "Semi-Annual Sale of Underwear," together with a "Mid-Winter Clearance Sale," embodying miscellaneous merchandise.

A "Mid-Winter Clearance Sale" together with the other departmental sales create business, by attracting one's attention to the regular stock which should be as enticingly displayed as it is possible.

Few of the stores of the cities advertise their regular merchandise. Woman is looking everlasting for bargains. She may decry this fact and claim she is not influenced by the advertising of reduced prices but rest assured that she is, and always will be. Of course your advertising must be truthful. It's folly to advertise a fifty per cent reduction when it is really only twenty-five. Once obtain the confidence of your public and you'll never want for customers, but let your customers be deceived but a single time and you'll have a difficult time restoring her confidence, if ever.

This feeling of confidence will bring her to your store and that, by the way, should be the object of all your advertising. It's the most difficult and desirable

thing to accomplish, because once a prospective customer is interested sufficiently to come and view your merchandise it should not be difficult to sell her provided your statements were truthful. It is not nearly so hard to obtain the confidence as one would imagine.

If a woman finds that you were truthful two or three times she will take it for granted you are always truthful; but be sure that you don't violate that confidence.

The question often arises "How long shall I run this sale?" I would say just as long as it continues to pay, which in most localities will not be longer than a week. Before your sale is started, lead up to it in your advertisements of the week before with something like this, "Next Monday begins the Great Mid-Winter Sale" "The Economy Wise are Anxiously Awaiting the Opening Winter Sale," etc., and then on Sunday come forth with enlarged space and place the items and prices forcibly before the public.

Be optimistic with your follow-up ads. They should read something like the following:

Mid-Winter Sale a Big Success.

The rush surprised even us. Of course, we expected a big attendance because the values warranted it, and everybody knows the greatness of the values always offered by this store, but the way the people appreciated our Mid-Winter Sale was remarkable. It's a satisfaction to know, however, that honest endeavor to supply the best merchandise at the lowest prices brings its reward.

For those who have not been fortunate enough to get here yesterday there has been a new outpouring of big values—so be here bright and early to-day.



The Power to Buy

This bulging purse is full of "long green" suggestions from advertisers who found that readers of *The World's Work* and *Country Life in America* have "the power to buy." It is sent gladly to any advertiser on request.

DOUBLEDAY, PAGE & CO.,
133 East 16th Street, New York.